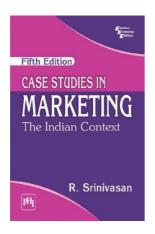
Get PDF

CASE STUDIES IN MARKETING: THE INDIAN CONTEXT, FIFTH EDITION



PHI Learning, 2012. Softcover. Book Condition: New. 5th or later edition. This book, now in its fifth edition, has been well-received and appreciated by the students of business schools across the country. Ten case studies in the book have been revised and updated to reflect the changes that have taken place in the intervening period. The fifth edition continues to provide cases that have been culled from the real business world and drawn from authentic sources. These cases highlight the...

Download PDF Case Studies in Marketing: The Indian Context, Fifth Edition

- Authored by R. Srinivasan
- Released at 2012



Filesize: 5 MB

Reviews

This publication is amazing. It is actually loaded with knowledge and wisdom You will like the way the blogger write this publication.

-- Keon Altenwerth

This ebook is great. Indeed, it can be enjoy, nonetheless an amazing and interesting literature. Your life span will be change as soon as you comprehensive reading this article book.

-- Mr. Bo Fadel IV

This written ebook is great, it was writtern very perfectly and valuable. I am just very happy to let you know that here is the very best pdf i have study inside my very own life and may be he finest publication for possibly.

-- Dr. Heather Howell Sr.