

BRAND LOYALTY-A STUDY OF CELLULAR SERVICES IN ANDHRA PRADESH, INDIA



Dr. HARJOTI KAUR
BRAND LOYALTY-A STUDY OF
CELLULAR SERVICES IN
ANDHRA PRADESH, INDIA
APPLICATION OF THEORY OF BRAND LOYALTY IN
DESIGNING INNOVATIVE MARKETING STRATEGIES
FOR CELLULAR COMPANIES

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(Enola Cormier)

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