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VALUE MAGICS: A ROADMAP FROM COST TO VALUE



McGraw Hill Education, 2013. Softcover. Condition: New. First edition. written from a practical point of view for the entrepreneurs in developing countries who are planning to venture into foreign markets. The authors highlight many cases where they have used the methodology for different SMEs and how they have benefitted . would be very useful in the core management disciplines. ---Sunil Ashra, Associate Professor and Chairperson, School of Energy Management, Management Development Institute, Gurgaon `ValueMagics gives a very good answer to the needs...

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- Authored by Hans Verhulst, Vinod Sharma
- Released at 2013



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