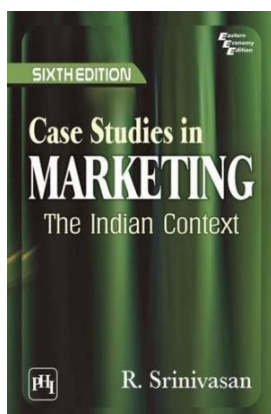


Get eBook

CASE STUDIES IN MARKETING: THE INDIAN CONTEXT, (SIXTH EDITION)



PHI Learning 0. Softcover. Book Condition: New. 5th or later edition. This well-received and appreciated book by the students of business schools across the country, in its Sixth Edition, provides cases that have been culled from the real business world and drawn from authentic sources. In this revised edition, most of the cases have been thoroughly updated and following four new cases have been introduced: ? Indian Retail Industry ? Indian Airline Industry ? Hindustan Unilever Limited ? 3G Network...

Read PDF Case Studies in Marketing: The Indian Context, (Sixth Edition)

- Authored by R. Srinivasan
- Released at -



Filesize: 2.56 MB

Reviews

Most of these ebook is the greatest book readily available. It really is rally exciting throgh studying period of time. You wont truly feel monotony at anytime of your time (that's what catalogs are for about when you question me).

-- **Hayley Wiegand**

A whole new eBook with a brand new point of view. It is definitely simplistic but shocks in the 50 percent of the publication. I am just pleased to explain how this is the greatest ebook i have read during my very own daily life and could be he best ebook for possibly.

-- **Mitchell Kuhn III**

This is the very best publication i have got read until now. It is definitely simplified but shocks within the fifty percent of the pdf. You may like how the article writer create this pdf.

-- **Rosario Durgan**