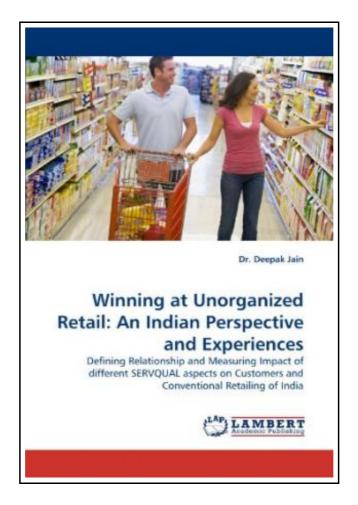
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WINNING AT UNORGANIZED RETAIL: AN INDIAN PERSPECTIVE AND EXPERIENCES



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