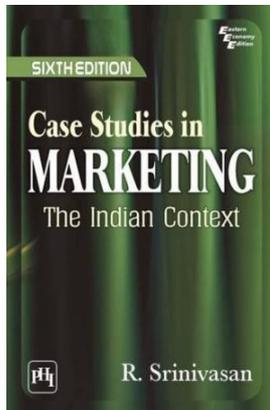


Find eBook

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...

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

- Authored by R. Srinivasan
- Released at -



Filesize: 4.27 MB

Reviews

The ideal pdf i at any time read. I am quite late in start reading this one, but better then never. You will like the way the author create this book.

-- **Eliane Bednar**

This created publication is wonderful. it absolutely was writtern extremely completely and beneficial. I discovered this publication from my dad and i encouraged this publication to discover.

-- **Kristina Kshlerin DDS**

This created pdf is excellent. This is for anyone who statte that there had not been a really worth reading through. Your life span will probably be transform as soon as you total looking over this publication.

-- **Prof. Esteban Wuckert**
