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## BRAND NEW WORLD: HOW INDIA, CHINA, RUSSIA, BRAZIL ARE RESHAPING BUSINESS



Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. We live in a brand new world where marketing is taking on incredible new forms, especially in the hyper-developing countries India, China, Russia and Brazil. The almost unimaginable economic growth in these nations is revolutionizing marketing across the world. Take, for instance, Indias best version of a hustling oligarch: Vijay Mallya. In 1983 he inherited the Bangalore -based UB Group, a liquor company that was third-tier at best. United Breweries is now Indias...

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