

Download Kindle

CASE STUDIES IN MARKETING: THE INDIAN CONTEXT, FOURTH EDITION



PHI Learning, 2010. Softcover. Book Condition: New. 4th edition. This book, which has been well received and appreciated by the students of business schools across the country, has been revised and fully updated to reflect the changes that have taken place in the intervening period. The Fourth Edition continues to provide cases that have been culled from the real business world and drawn from authentic sources. These cases highlight the business environment of different companies with specific focus on competitiveness,...

Download PDF Case Studies in Marketing: The Indian Context, Fourth Edition

- Authored by R. Srinivasan
- Released at 2010



Filesize: 6.24 MB

Reviews

A must buy book if you need to adding benefit. It can be rally interesting throug looking at period of time. Its been designed in an remarkably simple way and it is only after i finished reading this publication by which in fact altered me, modify the way i believe.

-- **Ms. Julie Huels**

Complete information! Its such a excellent study. It is filled with knowledge and wisdom I realized this publication from my dad and i advised this publication to find out.

-- **Geovanny Grimes**

It in one of the most popular publication. It is actually writter in easy words instead of confusing. You will like how the author create this book.

-- **Art Gislason**