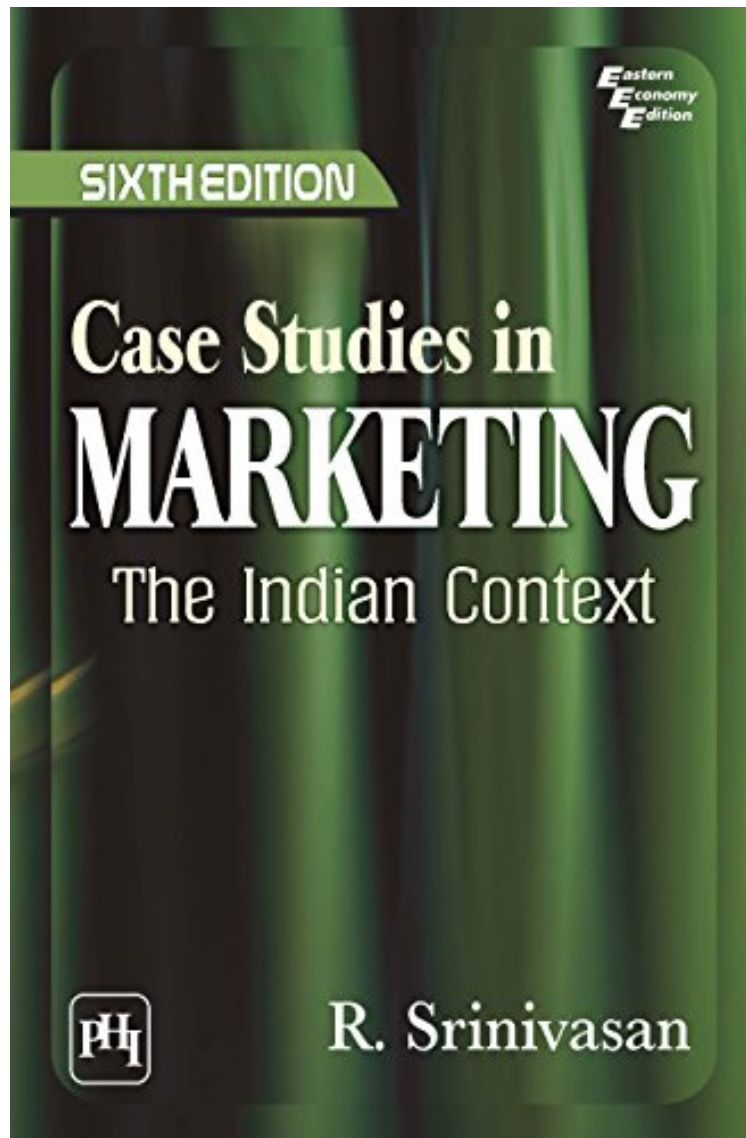


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CASE STUDIES IN MARKETING: THE INDIAN CONTEXT

R. SRINIVASAN

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