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J P MAHAJAN, ANUPAMA MAHAJAN
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Marketing Management is a curriculum-driven text. It is designed to cater to the knowledge-and examination needs of B.Com. students of Semester VI of the University of Delhi.**KEY FEATURES**

- Provides exhaustive coverage of all topics in the syllabus
- Makes productive use of study aids such as Flow Charts, Tables, Boxes, Illustrations and Snapshots to reinforce learning and help students acquire greater conceptual clarity
- Incorporates Review

