



CASE STUDIES IN MARKETING: THE INDIAN CONTEXT

R. SRINIVASAN

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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 in India

These cases highlight the business environment of different companies, specifically from the view of competitiveness, product development, market strategies and international business.

The facts and data given in the case studies are compiled and presented in a simple and easy-to-read style for better understanding of the market practices.

The book is meant as an adjunct text for postgraduate students of management. Besides, executives attending various management and development programmes would also be greatly benefited by reading this book.

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