

Consumer Behaviour and Advertising Management



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Reviews

This type of publication is every thing and helped me seeking ahead and much more. It usually fails to charge too much. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Juliet Mertz)

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Vrinda Publication (P) Ltd, 2011. Softcover. Book Condition: New. 5th or later edition. 14 x 22 cm. The book has been written in a concise manner keeping in mind the students demand for a summarized yet upto date text with relevant case studies in the Indian Context. Printed Pages: 280.



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