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Importance of appropriate marketing strategies for sustainability of small businesses in a developing country; Relational switching costs, satisfaction and commitment

Marketing programmes across different phases of the product life cycle

Sommario/riassunto

This e-book on 'Emerging Paradigms in Indian Marketplace' continues the current debate on the importance of India in the global trade and the adaptations in marketing practices which will be required to penetrate the Indian market. India, for some time now the focal point of the global trend toward strategic off shoring, has simultaneously become appealing as a market in its own right.