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Sommario/riassunto

In view of the increasing thrust of exports in the field of International Marketing, a number of Indian Universities have introduced the subject "Export-Import Procedures, Documentation and Logistics" at post graduation level, in particular MBA. This subject has gained importance, as doors of employment have been opened on this new front with the increasing pace of exports. In this book, all the topics have been dealt in a systematic manner. The topics are covered in the same order of UGC syllabus for student's convenient reading. The students, pursuing MBA and other courses, who had studied t

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