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Autore	Chunawalla S. A
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Sommario/riassunto	Indian retailing reminded one of the sweat shops run by half-educated gentlemen and ladies on meagre finance mostly raised by pawing one`s family silver or borrowing at exorbitant rates and supplemented by own savings. Goods piled and stacked up haphazardly littered these pigeonholes. The customers were separated from the goods by counter and battalion of salespeople. The whole scene has changed dramatically in the last 10-15 years. We have world-class malls housing swanky stores. The stores are run by highly educated entrepreneurs and well organised corporates. The salespersons are suave, edu

