

1. Record Nr.	UNINA9910782445203321
Autore	Velayudhan Sanal Kumar <1955->
Titolo	Rural marketing [[electronic resource] ] : targeting the non-urban consumer // Sanal Kumar Velayudhan
Pubbl/distr/stampa	Los Angeles ; ; London, : Response, 2007
ISBN	93-5150-001-2 1-281-96541-3 9786611965419 81-7829-975-5
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (251 p.)
Disciplina	658.800954/091734 658.8700954091734
Soggetti	Marketing - India Consumer behavior - India India Rural conditions
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [242]-249).
Nota di contenuto	Cover; Contents; Preface to the Second Edition; Preface to the First Edition; Rural Marketing; Profile of the Rural Market; Rural Consumer; Researching Rural Markets; Value Offering; Communicating in the Rural Market Landscape; Communication; Operationalising Communication Strategy; Retailer as a Route to the Rural Market; Haats, Melas and Mobile Traders; Access the Rural Consumer; A Competitive Strategy for Rural Markets; Appendix; Bibliography; About the Author
Sommario/riassunto	This highly practical and informative book provides unique insights into the essential features of rural markets in India as well as challenges posed by the rural consumer. Retaining the managerial perspective of the first edition, this second edition has been thoroughly revised and expanded, and examines in greater detail the concept of rural markets and rural marketing. It also contains numerous short cases to illustrate how social and cultural habits influence rural consumer behaviour. The book contains comprehensive insights into: - The nature and patterns of rural behaviour. - A deta

## 2. Record Nr.

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## Titolo

Amending title 38, United States Code, to direct the Secretary of Veterans Affairs to develop a comprehensive policy to improve outreach and transparency to veterans and members of the armed forces through the provision of information on institutions of higher learning, and for other purposes [[electronic resource]] : report (to accompany H. R. 4057) (including cost estimate of the Congressional Budget Office)

## Pubbl/distr/stampa

[Washington, D.C.] : , : [U.S. G.P.O.], , [2012]

## Descrizione fisica

1 online resource (24 pages)

## Collana

Report / 112th Congress, 2d session, House of Representatives ; ; 112-646

## Soggetti

Veterans - Education (Higher) - United States  
Counseling in higher education - United States  
For-profit universities and colleges - Corrupt practices - United States - Prevention  
Student loans - Corrupt practices - United States - Prevention  
Veterans - Education - Law and legislation - United States

## Lingua di pubblicazione

Inglese

## Formato

Materiale a stampa

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Monografia

## Note generali

Title from title screen (viewed on Oct. 12, 2012).  
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