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Sommario/riassunto	Rural Marketing as a separate discipline in management teaching has emerged recently. The growing importance of the subject has been well realized by the marketers, policymakers and management interns. However, there is dearth of quality literature on the subject, comprehensive coverage of all the dimensions, aspects and managerial issues pertaining to rural marketing. In most of the management institutions, a half-baked knowledge of rural marketing is being

imparted to the management interns while there is more emphasis on marketing perspective on harnessing the immense potential offered by  
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