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| Altri autori (Persone) | ShuklaPaurav |
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| Nota di contenuto | Cover; CONTENTS; EDITORIAL ADVISORY BOARD; Emerging paradigms in the Indian marketplace; Marketing paradigms and the Indian firm; An investigation into how individual and organisational consumption is affected when dealing with SME organisations from emerging economies; Brand origin in an emerging market: perceptions of Indian consumers; Advertising message processing amongst urban children; 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 cycleList of reviewers; |
| 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. |