

MARKETING MANAGEMENT

INTERNATIONAL PERSPECTIVES

Editors

M S RAJU ■ DOMINIQUE XARDEL

This book is a compendium of contemporary thoughts and prescriptions on marketing management—the hub of all management activities. With contributions from twenty two well-known academicians and practitioners across the globe, the book provides a bird's-eye view of the marketing practices prevailing in the East and West.

*An ideal reference for management students,
teachers, researchers and marketing professionals*

The Editors...




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