

SIDHARTH BALAKRISHNA

Case Studies in

Marketing

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Case Studies in Marketing

Sidharth Balakrishna

Management Consultant

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Jawaharlal Nehru University
Accession No. 271690
Source DSR Pub. & Distributors
Bill No. & Date 656-24-1-2024
Price Rs. 495-00
Centre/School ABVSM&E
Accessioned by SM
Catalogued by

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ISBN 978-81-317-5797-0

First Impression, 2011

Published by Pearson India Education Services Pvt. Ltd, CIN: U72200TN2005PTC057128.

Head Office: 1st Floor, Berger Tower, Plot No. C-001A/2, Sector 16B, Noida – 201 301, Uttar Pradesh, India

Registered Office: 7th Floor, SDB2, ODC 7, 8 & 9, Survey No. 01 ELCOT IT/ITES-SEZ, Sholinganallur, Chennai – 600119, Tamilnadu, India.

Phone: 044-66540100

Website: in.pearson.com, Email: companysecretary.india@pearson.com

Printer Manipal Technologies Limited, Manipal



658.8

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To
my wife Surabhi
and
the sales force of Hindustan Unilever Limited



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