



Principles of Marketing (For Delhi University, Sem.III)

J P MAHAJAN, ANUPAMA MAHAJAN

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Principles of Marketing is a curriculum-driven text. It is designed to cater to the knowledge-and-examination needs of BCom (Hons.) students of Semester-III of the Three-Year Undergraduate Course of the University of Delhi. It is a reader-friendly, unique and unrivalled compendium of modern marketing.

KEY FEATURES

- Provides exhaustive coverage of all topics in the syllabus
- Uses analytical framework to explain complexities of marketing issues
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