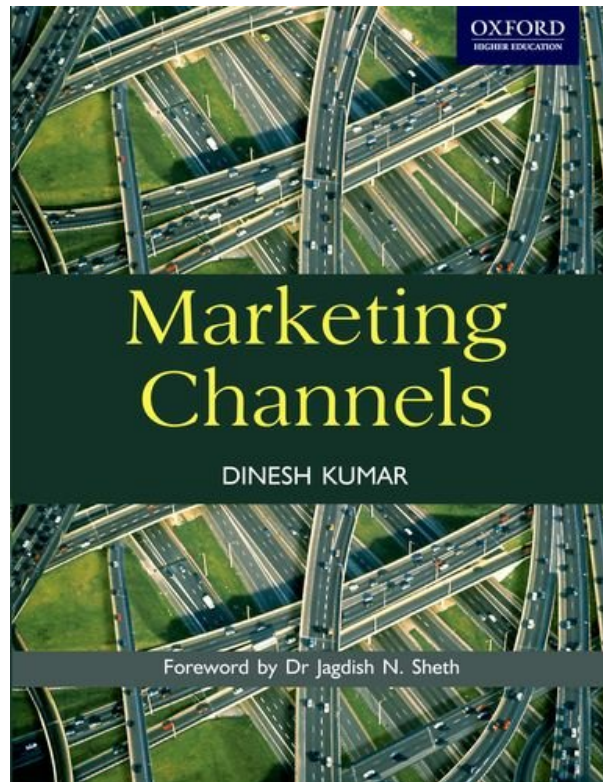
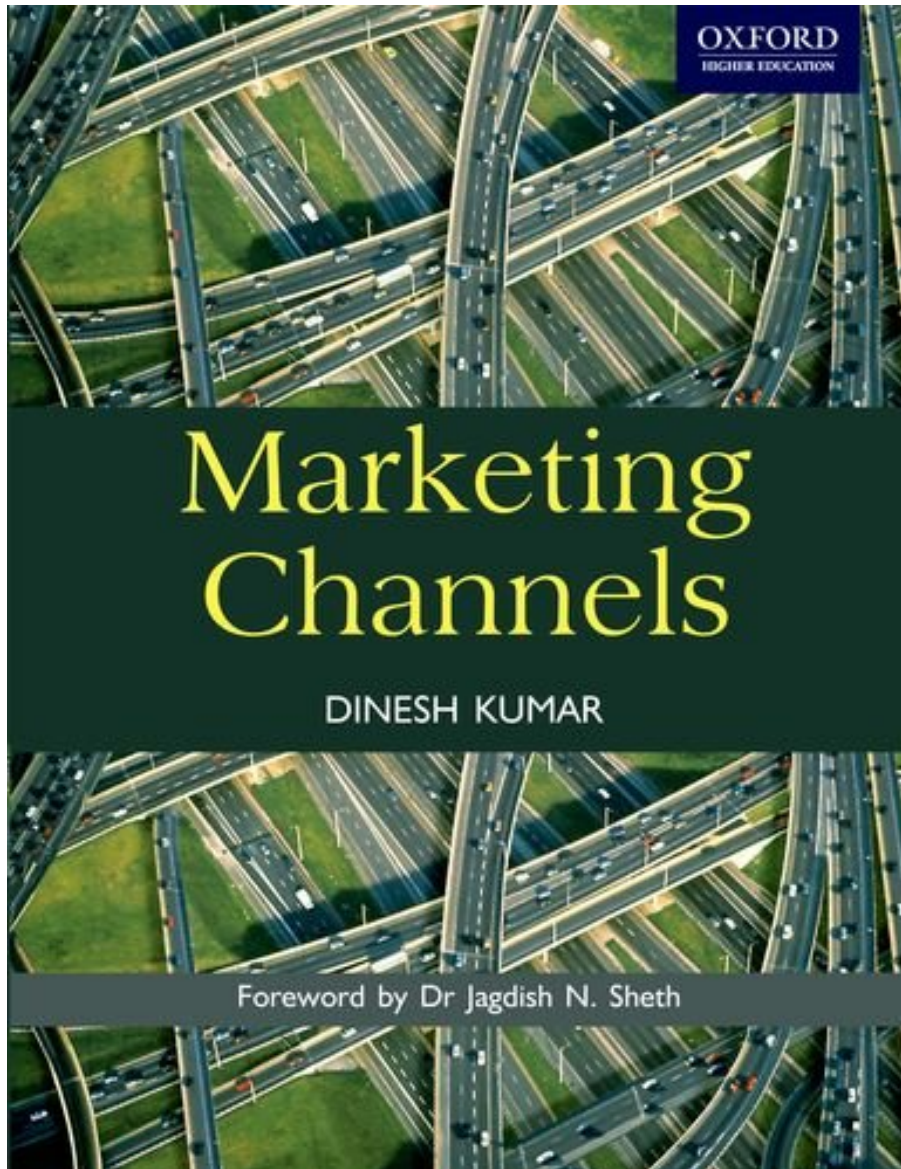


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Dinesh Kumar is Professor of Marketing at Gian Jyoti Institute of Management, Mohali. During his academic experience of more than 16 years, he has taught at Birla Institute of Management Technology (BIMTECH), Greater Noida and was a visiting faculty at Fore School of Management, and other management schools. During his industry experience of 15 years, he has worked for Mastermind consultants as director, US Embassy as business manager and Centre for Science and Environment as associate director.

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Besides students of marketing, the book will also be useful to practitioners in the field of logistics and distribution.

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