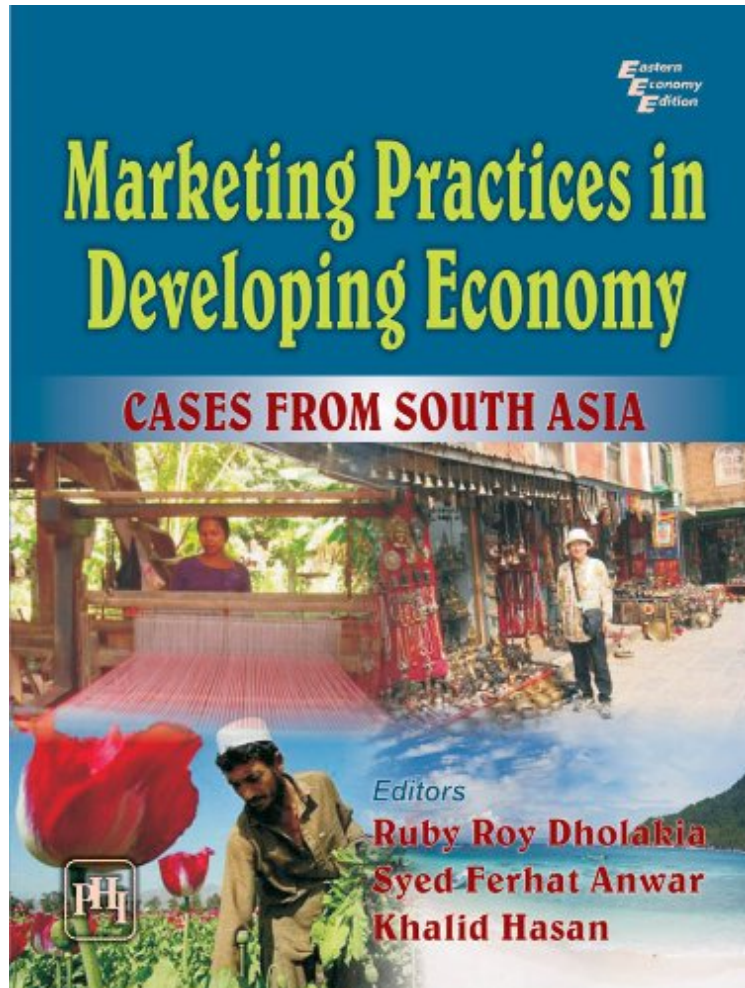


Marketing Practices in Developing Economy: Cases from South Asia

Ruby Roy Anwar, Syed Ferhat Hasan, Khalid Dholakia

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marketing professionals.