

International Marketing



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Pallavi Bahuguna

The most recent developments in international marketing with an emphasis on teamwork between all the other functional areas. It introduces new successful strategies and presents a number of examples of creative and customer-oriented relationship marketing and its effects on building and business management, channels, and the globe. Chapter on customer satisfaction, strategic planning, consumer marketing behaviour, dealer competition, distribution strategies and managing the marketing mix to increase their major issues of administrative the opportunity marketplace in book provides Punjab Techn

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