



CASE STUDIES IN MARKETING : THE INDIAN CONTEXT

R. Srinivasan

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This book, now in its fifth edition, has been well-received and appreciated by the students of business schools across the country. Ten case studies in the book have been revised and updated to reflect the changes that have taken place in the intervening period. The fifth edition continues to provide cases that have been culled from the real business world and drawn from authentic sources. These cases highlight the business environment of different companies, specifically focussing on competitiveness, product development, market strategies and international business.

This book is meant as an adjunct text for postgraduate students of management. Besides, executives attending various management and development programmes would also greatly benefit by reading the book.

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