

Marketing Management: Concepts, Cases, Challenges and Trends, 2nd ed.

By M. Govindarajan

Softcover. Book Condition: New. Brand New; Shrink Wrapped; Paperback; Black & White or Color International Edition.ISBN and cover design are exactly same as mentioned. GET IT FAST in 3-5 business days by DHL/FEDEX with tracking number. Books printed in English. No shipping to PO Box/APO/FPO address. In some instances the international textbooks may have different end chapter case studies and exercises. International Edition Textbooks may bear a label "Not for sale in the U.S. or Canada" and "Content Same as U.S. Edition" - printed only to discourage U.S. students from obtaining an affordable copy. The U.S. Supreme Court has asserted your right to purchase international editions, and ruled on this issue. Access code or CD is not provided with these editions, unless specified. . We may ship the books from multiple warehouses across the globe, including India depending upon the availability of inventory storage. Customer satisfaction guaranteed.





Reviews

This is the best book i have read until now. It can be filled with knowledge and wisdom Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Nadia Konopelski

Absolutely among the best book We have ever study. It is actually writter in easy words instead of hard to understand. I found out this publication from my i and dad encouraged this book to find out.

-- Kristina Rippin