

## Case Studies in Marketing: The Indian Context, Fourth Edition



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***(Quinton Balistreri)***

## CASE STUDIES IN MARKETING: THE INDIAN CONTEXT, FOURTH EDITION



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PHI Learning, 2010. Softcover. Book Condition: New. 4th edition. This book, which has been well received and appreciated by the students of business schools across the country, has been revised and fully updated to reflect the changes that have taken place in the intervening period. The Fourth 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 with specific focus on competitiveness, product development, market strategies and international business. What is New to the Fourth Edition : Four new cases? Charter Aviation Services, Namdhari's Fresh, DaimlerChrysler, and Café Coffee Day? have been included under the Services Marketing section. In addition, the following cases have been updated: BEML, BHEL, HMT Machine Tools, I-flex Solutions, Infosys Technologies, KSTDC, Gillette India, IDE Drip Irrigation System for Microirrigation, Sterling Holiday Resorts, Thomas Cook, Wipro

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