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gives chapter outline to indicate the topics covered in each chapter provides diagrams and tables to illustrate the text includes examples from indian organisations incorporates chapter end summary for quick recapitulation gives test questions culled from mba m com and bba examinations includes case studies at the end of every chapter this textbook is designed for the students of mba and m com besides it will also be useful to the students of mhrod mib and mbe students of postgraduate diploma in global business operations chartered accountancy and bba will also find this book useful

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