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Business Law by Dr. B. K. Singh, Dr. Angad Tiwary (SBPD Publications) Delhi Press Magazines

The book abounds in meritorious features (such as tables, charts, illustrations, skill building exercises, cases, games, incidents) which set it apart from other books on management. The topics have been presented in a simple, concise and interesting manner. Every attempt has been made to maintain easy readability and quick comprehension. Contemporary examples, personality profiles, corporate experiences have

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evaluated here. A key feature of the book is a discussion of the competitive threat presented by the rapid growth of emerging market multinationals as they aspire to catch-up with, and even surpass, developed market multinationals. Theory and practice are combined in this text with insightful illustrations and examples from a range of industries and firms, as well as current debates including the utility of the BRIC concept, the growing power of Asia, the future of globalisation, and trade wars. As such, the book offers an insightful perspective for students of international business, international economics, development studies and globalisation. UGC NET JRF Commerce Book - Legal Aspect of Business SBPD Publications This book provides a comprehensive overview of the current marketing environment in India. It examines the changing dynamics of marketing management against the backdrop of globalization and liberalization, analysing how both marketers and consumers are adapting to radical changes. Insightful

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