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Principles of Marketing is a curriculum-driven text. It is designed to cater to the knowledge-and-examination needs of BCom (Hons.) students of Semester-III of the Three-Year Undergraduate Course of the University of Delhi. It is a reader-friendly, unique and unrivalled compendium of modern marketing. **KEY FEATURES** • Provides exhaustive coverage of all topics in the syllabus • Uses analytical framework to explain complexities of marketing issues • Includes study aids such as Flow Charts, Tables, Boxes, Illustrations and Case Studies • Incorporates Review Questions, University Examination Questions and Projects

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Manual and is a supplement to the United States Pharmacopeia (USP) for pharmaceutical microbiology testing, including antimicrobial effectiveness testing, microbial examination of non-

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