



Researches in

BUSINESS AND MANAGEMENT

Academic and Professional Perspective

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THE BOOK

This book has been divided into four sections: Section-I contains the research and review articles in the area of human resource management, Section-II comprises the researches in the area of marketing, Section-III includes the on going as well as contemporary researches in the area of finance, Section-IV incorporates the issues related to international business and trade practices, discusses also the findings of economic trends and portrays the strategic management issues.

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