



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

By R. Srinivasan

PHI Learning, 2012. Softcover. Book Condition: New. 5th or later edition. This book, now in its fifth edition, has been well-received and appreciated by the students of business schools across the country. Ten case studies in the book have been revised and updated to reflect the changes that have taken place in the intervening period. The fifth 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, specifically focussing on competitiveness, product development, market strategies and international business. This book is meant as an adjunct text for postgraduate students of management. Besides, executives attending various management and development programmes would also greatly benefit by reading the book. Contents: Preface. Preface to the First Edition. Introduction to Case Analysis. Part I: MARKETING?CASE 1. HMT: Machine Tools Division. CASE 2. Oilseeds Growers Cooperative Society. CASE 3. Retailing, Advertising, Marketing and Merchandising Services (RAMMS). CASE 4. HMT Watches. CASE 5. Bharat Heavy Electricals Limited. CASE 6. Bharat Earth Movers Limited. CASE 7. British Physical Laboratory (BPL). CASE 8. Indian Garments. CASE 9. IDE Drip Irrigation System for Microirrigation. Part II: INTERNATIONAL MARKETING?CASE 10. Infosys Technologies...



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