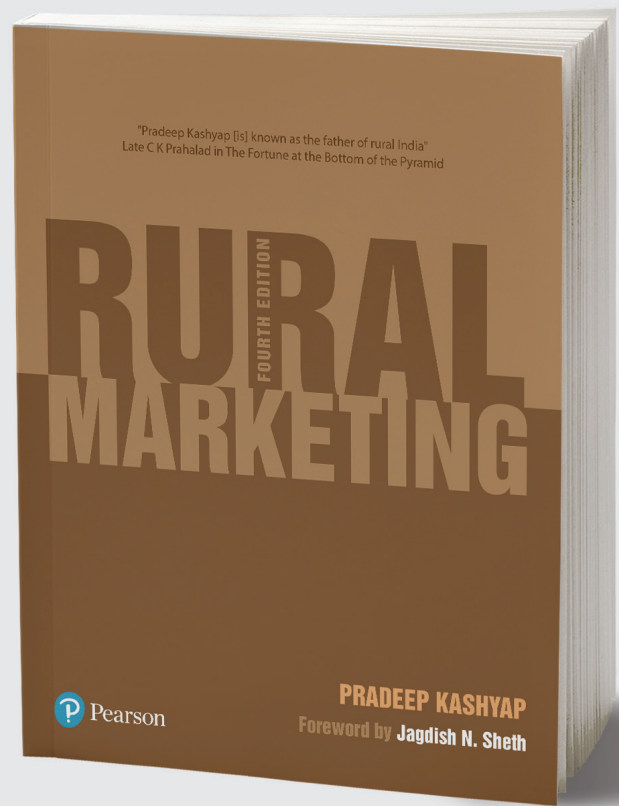


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Understand the
ever-evolving
rural market



ISBN : 9789356063150

Key Highlights



The significance of technology and digital inclusion has been added in each chapter



A new chapter on 'New Business Models' has been added



Rural marketing snapshots depicts the transitions of rural India through powerful visuals



Case studies on popular brands like Gillette, Philips and many more



Highlights the role of government bodies and NGOs in developing rural markets

Author

Pradeep Kashyap (Founder, MART)

Foreword by Jagdish N. Sheth

#PrepareWell

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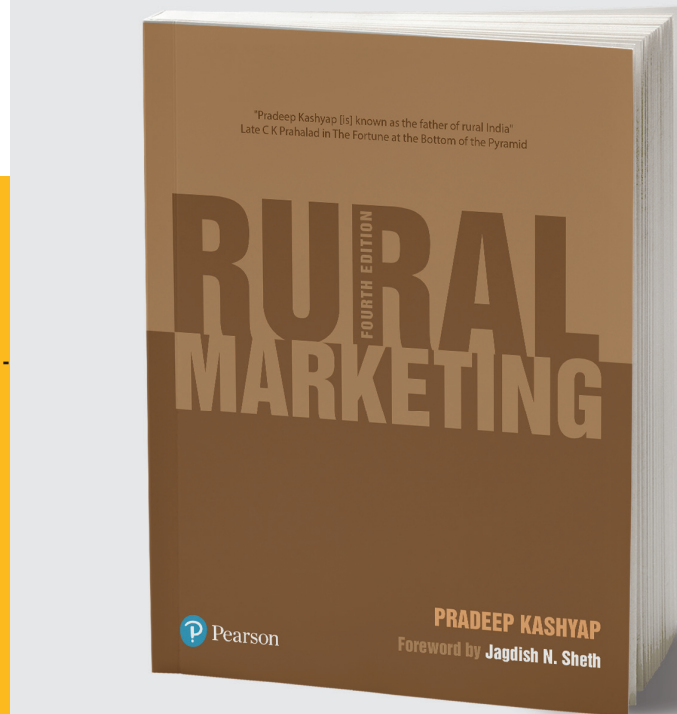
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What's special about the book

The book is revised based on the transformation of rural India in the last decade with the aim of making it more relevant to today's rural marketing needs and challenges. The theme of the current edition is how technology and digital and presenting new opportunities for marketers.