



## Services Marketing Cases in Emerging Markets [ An Asian Perspective /

Roy, Sanjit Kumar.,

ed. lit

Mutum, Dilip S.,

ed. lit

Nguyen, Bang.,

ed. lit

Springer International Publishing :

Imprint: Springer,

2017

Business Marketing Globalization Markets Service industries

Business and Management Services Emerging Markets/Globalization

Monografía

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMTk0MzU3MzU>

---

**Título:** Services Marketing Cases in Emerging Markets [Recurso electrónico] :] An Asian Perspective edited by Sanjit Kumar Roy, Dilip S. Mutum, Bang Nguyen

**Editorial:** Cham Springer International Publishing Imprint: Springer 2017

**Descripción física:** X, 184 p. 28 il., 24 il. col

**Detalles del sistema:** Modo de acceso: world wide web

**Fuente de adquisición directa:** Springer (e-Books)

**ISBN:** 9783319329703 9783319329680

**Autores:** Roy, Sanjit Kumar., ed. lit Mutum, Dilip S., ed. lit Nguyen, Bang., ed. lit

**Punto acceso adicional serie-Título:** Business and Management (Springer Books)

---

### Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60

- [informa@baratz.es](mailto:informa@baratz.es)