



## Instructor's Manual for Strategic Marketing Cases in Emerging Markets [ A Companion Volume /

Adhikari, Atanu.,

ed. lit

Roy, Sanjit Kumar.,

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/b2FpOmNlbGVicmF0aW9uOmVzLmJhemF0ei5yZW4vMTkzNTQ5MTc>

---

**Título:** Instructor's Manual for Strategic Marketing Cases in Emerging Markets [Recurso electrónico] A Companion Volume edited by Atanu Adhikari, Sanjit Kumar Roy

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

**Descripción física:** XII, 90 p. 8 il

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

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

**ISBN:** 9783319526973 9783319526966

**Autores:** Adhikari, Atanu., ed. lit Roy, Sanjit Kumar., 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)