



Marketing Practices in Developing Economy: Cases from South Asia

Ruby Roy Anwar, Syed Ferhat Hasan, Khalid Dholakia

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Development is the key to sustain and prosper in an ever-changing marketing environment, today. This book of cases throws light on the problems faced and practices adopted by the public and private organizations' in a resource-challenged environment of South Asia. Divided into seven sections, the casebook exemplifies 31 real-life cases from various countries like India, Sri Lanka, Pakistan, Bangladesh and Nepal.

The book is primarily intended for the undergraduate and postgraduate students of management. It is equally beneficial for the practising managers and marketing professionals.

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