



Contemporary Management Practices

PERSPECTIVES IN MARKETING, INNOVATION AND STRATEGY

Edited by

Philip Kotler, Subhadip Roy, Satyajit Chakrabarti,
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Perspectives in Marketing, Innovation and Strategy

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First published 2024
by Routledge
4 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

and by Routledge
605 Third Avenue, New York, NY 10158

Routledge is an imprint of the Taylor & Francis Group, an informa business

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British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-032-36089-8 (hbk)

ISBN: 978-1-032-57486-8 (pbk)

ISBN: 978-1-003-43446-7 (ebk)

DOI: 10.4324/9781003434467

Typeset in Sabon
by Newgen Publishing UK

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