



## **[References]**

### **Contemporary Issues Part-1**

<b>Subject:</b>	Business Economics
<b>Course:</b>	B. A. (Hons.), 2 <sup>nd</sup> Semester, Undergraduate
<b>Paper No. &amp; Title:</b>	Paper – 204 Marketing Management
<b>Unit No. &amp; Title:</b>	Unit – 5 Contemporary Issues
<b>Lecture No. &amp; Title:</b>	Lecture – 1 Contemporary Issues Part-1

## References

### Books

- Kotler, Armstrong, Agnihotri, Haque(2013) Principles of Marketing. Pearson.
- Lamb, Hair, Sharma, McDaniel(2012) MKTG. Cengage Learning.
- Ramaswamy, Namkumari (2013) Marketing Management. Macmillan Business Books

### Link

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