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International Journal Of Indian Culture

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INTERNATIONAL JOURNAL OF INDIAN CULTURE AND BUSINESS ...

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International Journal of Indian Culture and Business ...

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Cultural change and economic achievements of descendants ...

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- Behavior of a consumer largely depends on interplay between inner self and outer stimuli. Consumption decisions made in the market cannot be viewed as an independent event - it is closely related with values and social relationship and cultural allegiance. With globalization, culture becomes predominantly important strategic issue in market that has to be faced and properly managed.

Dimensions of Indian culture, core cultural values and ...

Indian culture 367 Cross Cultural Management: An International Journal Vol. 15 No. 4, 2008 pp. 367-378 # Emerald Group Publishing Limited 1352-7606 DOI 10.1108/13527600810914157 Dimensions of Indian culture, core cultural values and marketing implications An analysis Saikat Banerjee Indian Institute of Foreign Trade, New Delhi, India Abstract

Dimensions of Indian culture, core cultural values and ...

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IJCH - International Journal of Culture and History

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India - Language, Culture, Customs and Etiquette

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