



## Rural Marketing: Text and Cases, 2/e

*C.S.G. Krishnamacharyulu, Lalitha Ramakrishnan*

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The second, revised and enlarged edition of *Rural Marketing: Text and Cases* retains the popular features of the first edition, and provides a more comprehensive coverage of the changing profiles, issues and practices in the context of rural marketing. Built on the general marketing management framework, the book discusses the strategic issues that influence marketing in rural areas by highlighting numerous examples from India. A clear and compelling writing style, cutting-edge learning tools and completely revised chapters make *Rural Marketing* an indispensable guide for students and professionals striving to make a career in rural marketing.

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