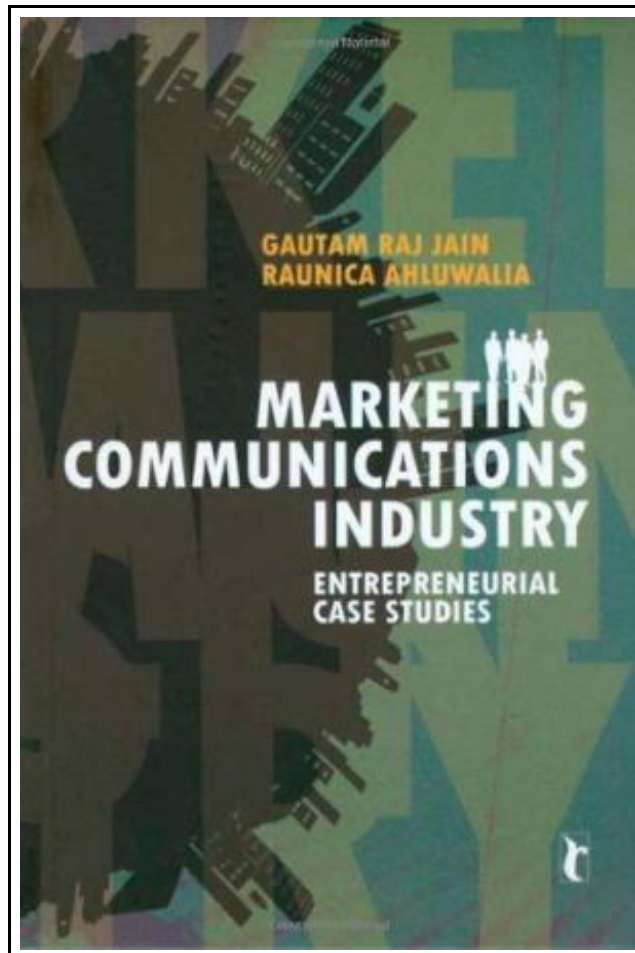


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SAGE Publications India Pvt Ltd. Paperback. Book Condition: new. BRAND NEW, Marketing Communications Industry: Entrepreneurial Case Studies, Gautam Raj Jain, Raunica Ahluwalia, Marketing Communications Industry (MCI) is considered to be critical to the Indian economy as it provides advantages to indigenous enterprises in the face of intense global competition. In recent years, the growth of MCI has been through emergence of a new class of knowledge savvy entrepreneurs and knowledge/technology driven enterprises. This book explores the innovative management practices adopted by some enterprising individuals which fostered creation and growth of new business formations without any support from large corporate houses - new businesses that were both competitive and based on application of ethical and innovative management tools. "Marketing Communications Industry: Entrepreneurial Case Studies" is a collation of analytical case studies about these new and emerging class of entrepreneurs and enterprises. The authors lay down both the theoretical and practical aspects of the desired management practices. This book would be of interest to professionals involved in communication and entrepreneurship management, branding, PR consultants and houses, corporates, entrepreneurs and readers of business history. It is must read for students and faculties of management schools.



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