

Magazine Communications Private Limited

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Delhi - 110092

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Basic Profile | Marketing Management



Magazine Title: Marketing Management

Frequency: Quartely Language: English

Category: Journals on Various Topics

Subcategory: Management

Version: Print Version **Edition**: Indian - Edition

Subscription Packages for Indian Subscribers

Year(s)	No. of Issues	Print Version
		By Courier / Regd. Post
One Year	4	₹ 1750.00
Two Years	8	₹ 3300.00
Three Years	12	₹ 5000.00
Four Years	16	₹ 6800.00
Five Years	20	₹ 8400.00

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The IUP Journal of Marketing Management is a quarterly journal focusing on marketing strategy, marketing research and technand interdisciplinary issues.