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CORPORATE AND BRAND IMAGE AMONG TELUGU DAILIES IN INDIAN PRINT MEDIA



GRIN Verlag GmbH Nov 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x17 mm. This item is printed on demand - Print on Demand Neuware - Doctoral Thesis / Dissertation from the year 2013 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: none, , course: M. Phil in Management, language: English, comment: This timely book on Corporate and Brand image among Telugu dailies investigated various aspects related to brand image and corporate image of news papers such as...

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- Authored by Pradeep Kumar
- Released at 2013



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Reviews

It is simple in go through preferable to comprehend. It is full of wisdom and knowledge It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Leif Predovic**

This is the finest publication we have read through right up until now. Better then never, though i am quite late in start reading this one. Its been written in an remarkably easy way in fact it is only after i finished reading through this book by which basically altered me, affect the way i think.

-- **Dr. Gabriella Hayes**

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