

## CASE STUDIES IN MANAGEMENT - CONTEMPORARY PERSPECTIVES

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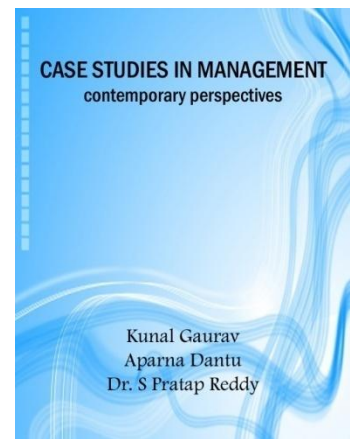
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### ABOUT THE BOOK

This book is a compilation of case studies showcasing the tapestry of business at one place so that it can be referred by the management teachers, students and practitioners in furtherance of their understanding of various managerial concepts. The various case studies in this book are intended to make class room discussion more interesting & interactive.

### ABOUT THE EDITORS

**Prof. Kunal Gaurav** is an agriculture science graduate and holds MBA (Gold Medalist) with specialization in marketing management. He is an AIMA – Accredited Management Teacher and currently working as Director – Research & Publications and Associate Professor in the area of Marketing Management at Dhruva College of Management (DCM), Hyderabad, India.

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