

# LEGAL DIMENSIONS IN INTERNATIONAL MARKETING (II)

(DSE A - 506)

T.Y.B.B.A. (IB) (Sem. - V)

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● Dr. Neha Shantanu Puranik

● Dr. Kabir G. Kharade

Choice Based Credit System (CBCS)

As Per  
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2021



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**2021**

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# Preface

It is a matter of great pleasure for us to present this book to our esteemed readers. This book has been designed as standard text on 'Legal Dimensions in International Marketing (II)' for T.Y.B.B.A. (IB).

This book comprehensively covers the entire syllabus of T.Y.B.B.A. (IB). (Sem.-V). Course of Savitribai Phule Pune University effective from 2021 onwards. It has been written to meet the requirements of students of T.Y.B.B.A. (IB). (Sem. - V). Some of the special features of the book are as follows:

1. Full coverage of the revised syllabus of T.Y.B.B.A. (IB).
2. Chapter outline at the beginning of each chapter to give a bird's eye view of the topics covered in the chapter.
3. Point wise explanation of each topic in the chapter.
4. Topics are logically arranged in numbered paragraphs exactly according to the modified syllabus.
5. Proposed questions at the end of each chapter.
6. Extensive use of diagrams, tables and various forms to give visual view of key concepts and techniques.
7. Conversational, lucid and simple language.

Every effort has been made to provide the readers with most up-to-date and authentic material on the subject.

We are very grateful to our publisher Mrs. and Mr. Rajesh Patne who have rendered all possible assistance in bringing out this book. We wish to acknowledge our deep gratitude to staff who have assisted and helped us in preparing this book. We will consider our efforts amply rewarded in case the book proves useful to the students and teachers of the subject.

Suggestions of readers are welcome and shall be acknowledged with gratitude.

*With best wishes.*

**By Authors**

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ISBN : 978-93-24457-59-5



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