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About The Authors:
Philip Kotler, Kevin
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Koshy and Mithileswar
Jha are all renowned
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also consultant and
advisor to marketers.

Mithileshwar Jha works

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Pearson, 2009. Philip
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Lee, Up and Out of
Poverty: The Social
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(Philadelphia: Wharton
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Spring 2009). (A winner
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