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# THE RISE OF E-TAILING IN INDIA



The rise of E-tailing in India



LAP LAMBERT Academic Publishing. Paperback. Condition: New. 60 pages. Dimensions: 8.7in. x 5.9in. x 0.1in. India, a country with the potential of becoming a superpower in future has a unique traditional system of retail marketing, but there is a marked change in the recent past, and hence the book tries to study the concept of online retailing in India which is in its nascent stage. It examines the reasons for the e-retailers rise in the country. The Kearneys Annual Global Retail...

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- Authored by Yuvraj Samant
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