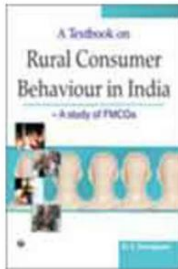


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# A TEXTBOOK ON RURAL CONSUMER BEHAVIOUR IN INDIA-A STUDY OF FMCGS



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- Authored by Dr. A. Sarangapani
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