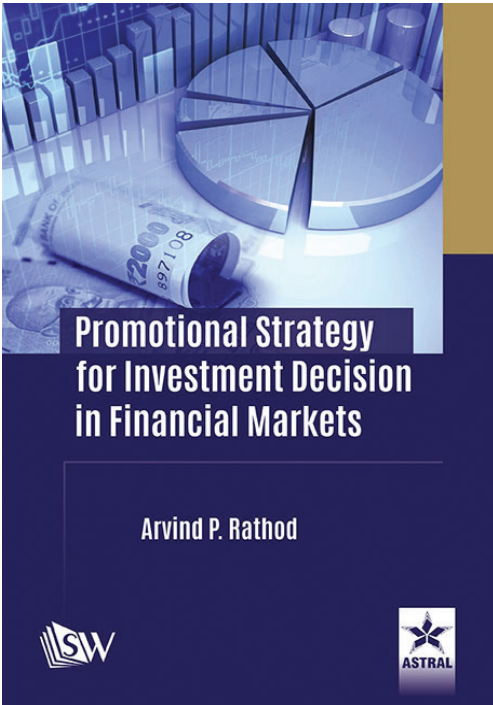




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Promotional Strategy for Investment Decision in Financial Markets

Rathod, Arvind P

Today's financial services market demands innovative promotional strategies and tactics for a financial product to perform well. This book provides a hands on experience and learning on the subject of promotion and its effects on decision making of buyers of financial products. The present book describes the new promotional strategies for investment decisions in financial markets. This book is a valuable guide for understanding of the basic concept about the investment and financial markets. This book will be useful not only for the students of economics, commerce and management, but also for financial advisors, individual investors as well as common people having interest in financial markets.

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