



Savitribai Phule Pune University
School of Open Learning
(Distance Education Program)

MBA
Second Year
Semester-III
CSCM-MJ-33



WORLD CLASS MANUFACTURING

Author:

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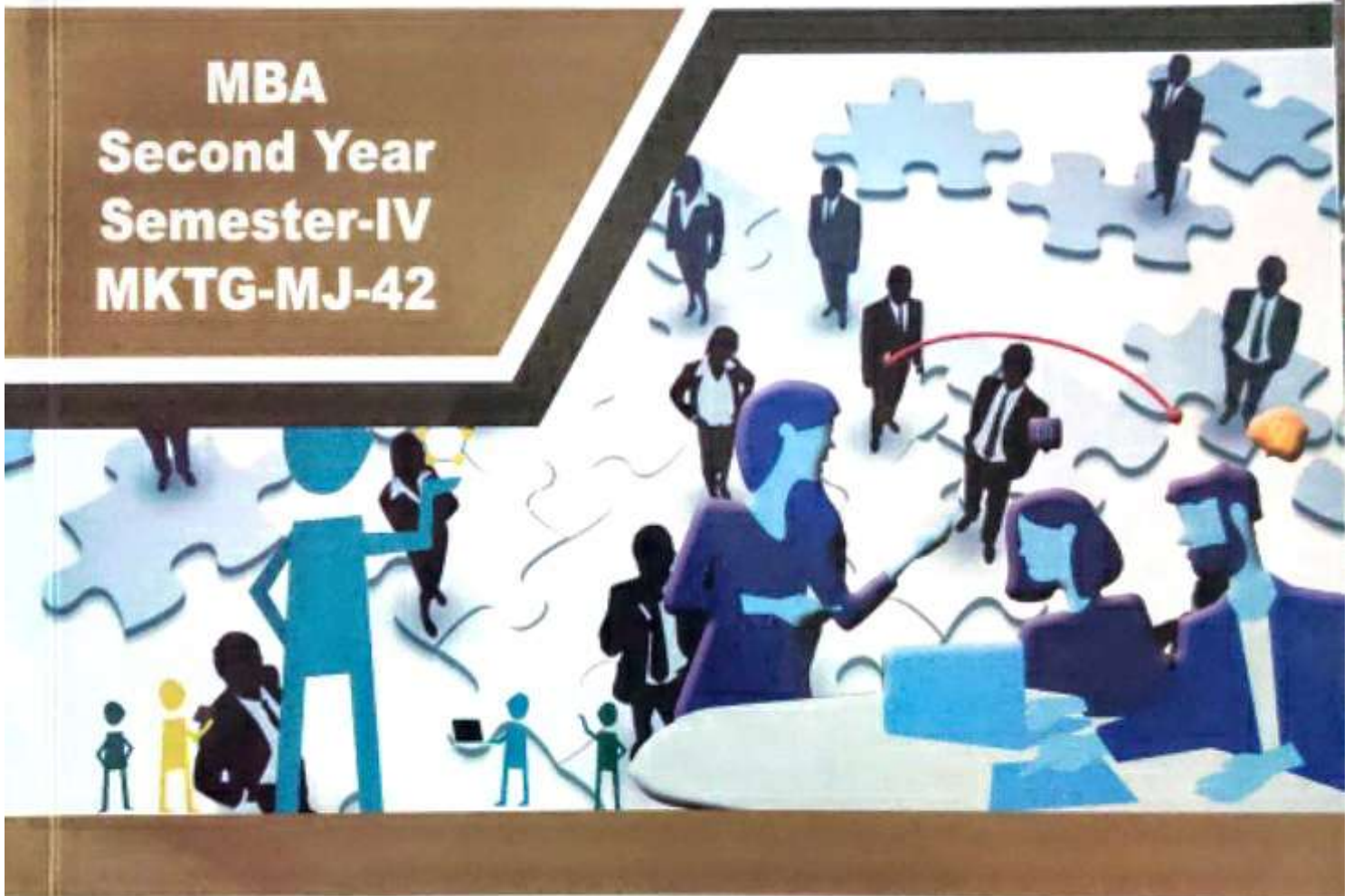


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LAUNCHING NEW PRODUCTS
AND SERVICES

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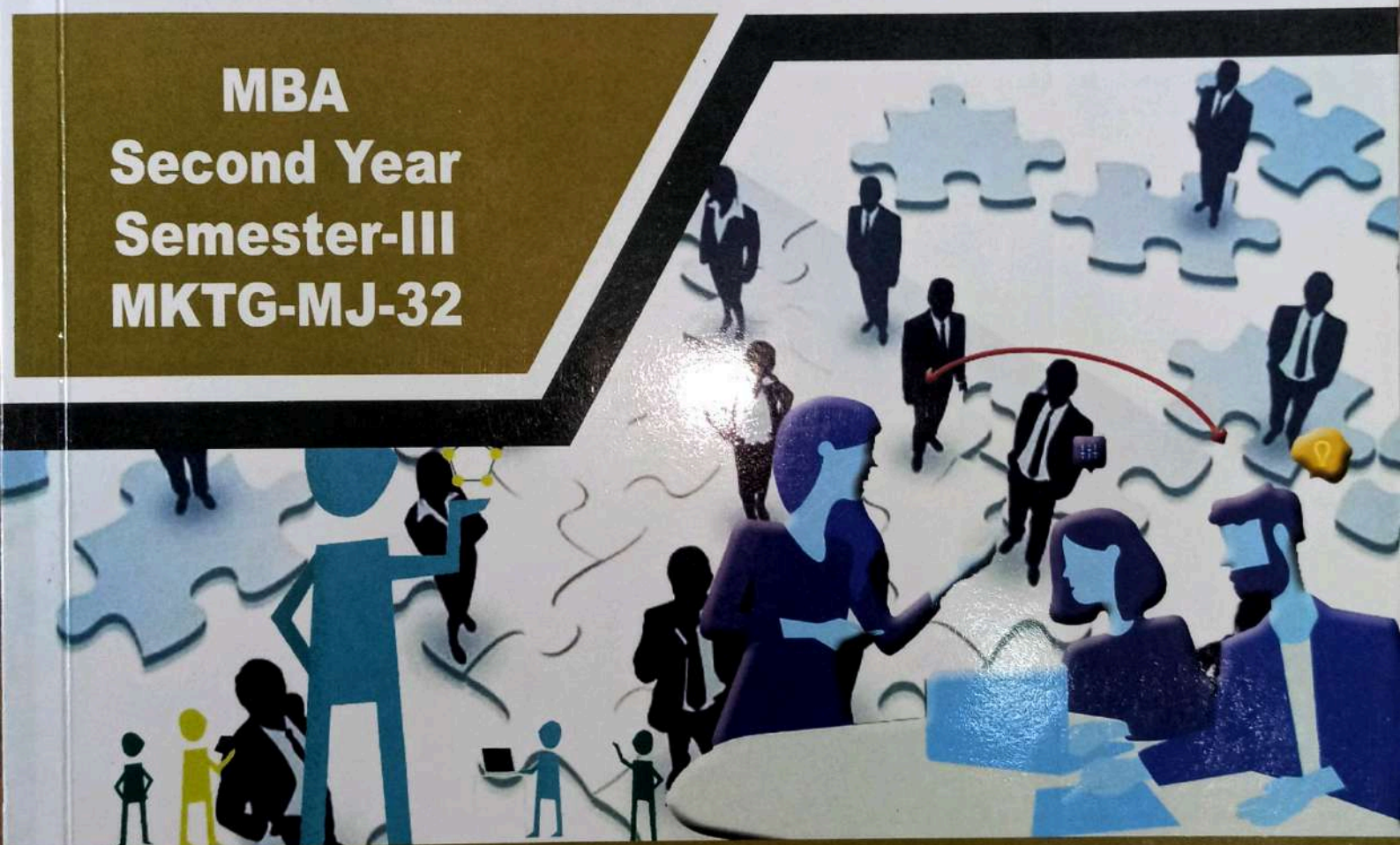
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**CRITICAL THINKING IN DIGITAL
AND SOCIAL MEDIA MARKETING**

Authors:

Dr. Pankaj A. Nandurkar, Associate Professor, Dr V N Bedekar Institute of Management Studies, Thane
Units (1 & 4)

Chaitanya Pawar, Founder (NG Business), Marketer at Dr V N Bedekar Institute of Management Studies, Thane
Units (2, 3 & 5)

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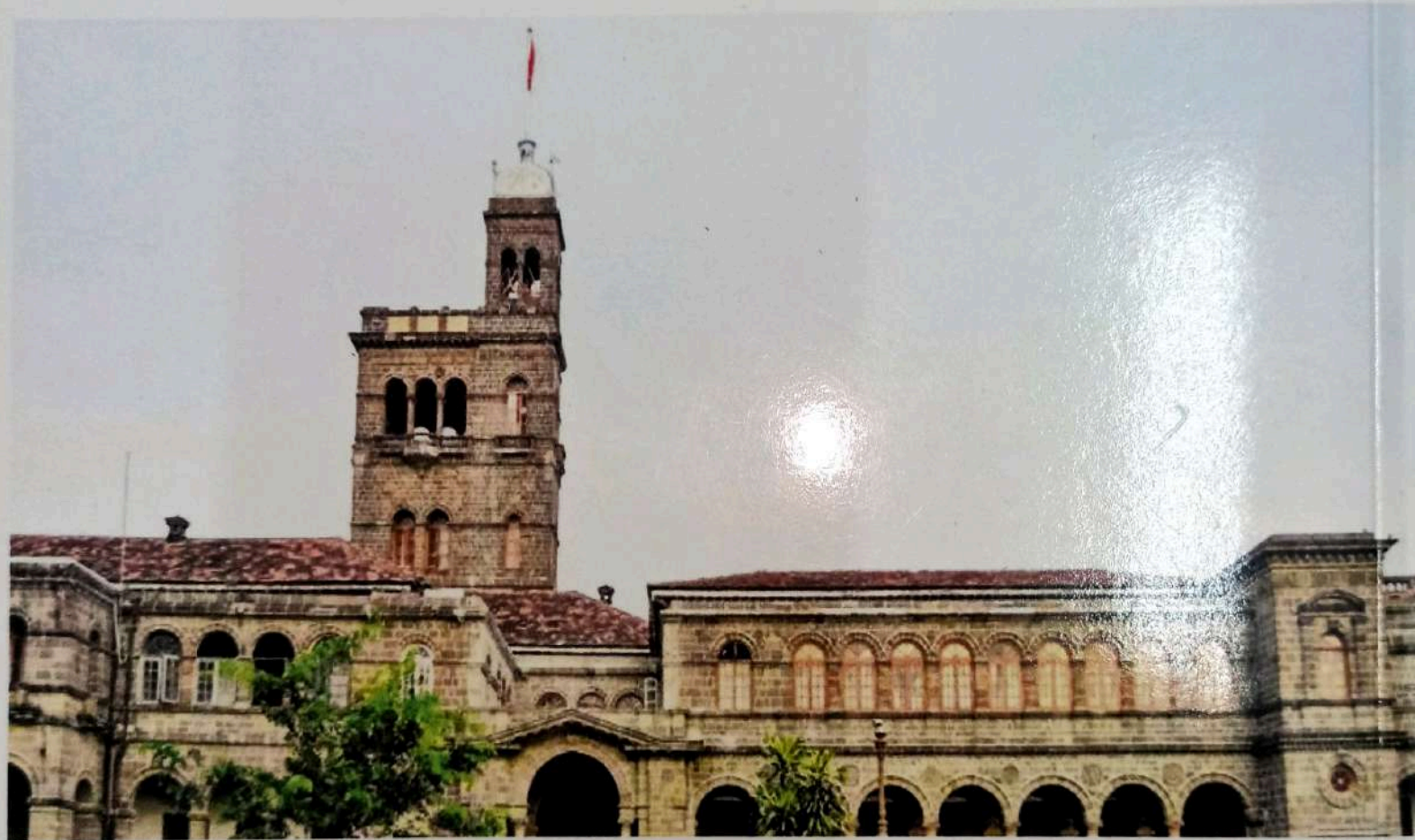
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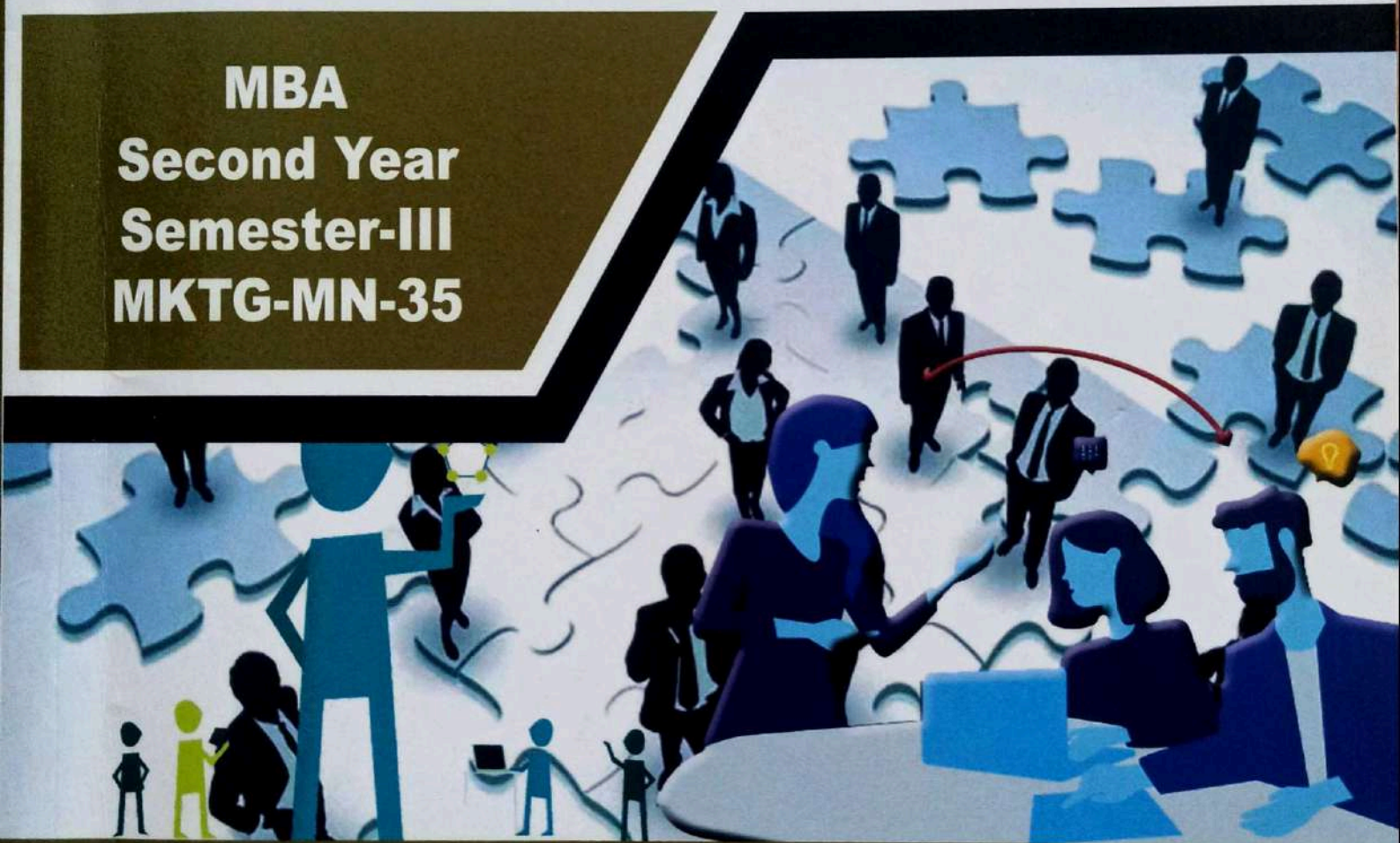
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DIGITAL MARKETING
IMPLEMENTATION

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Units (1, 2, 5)

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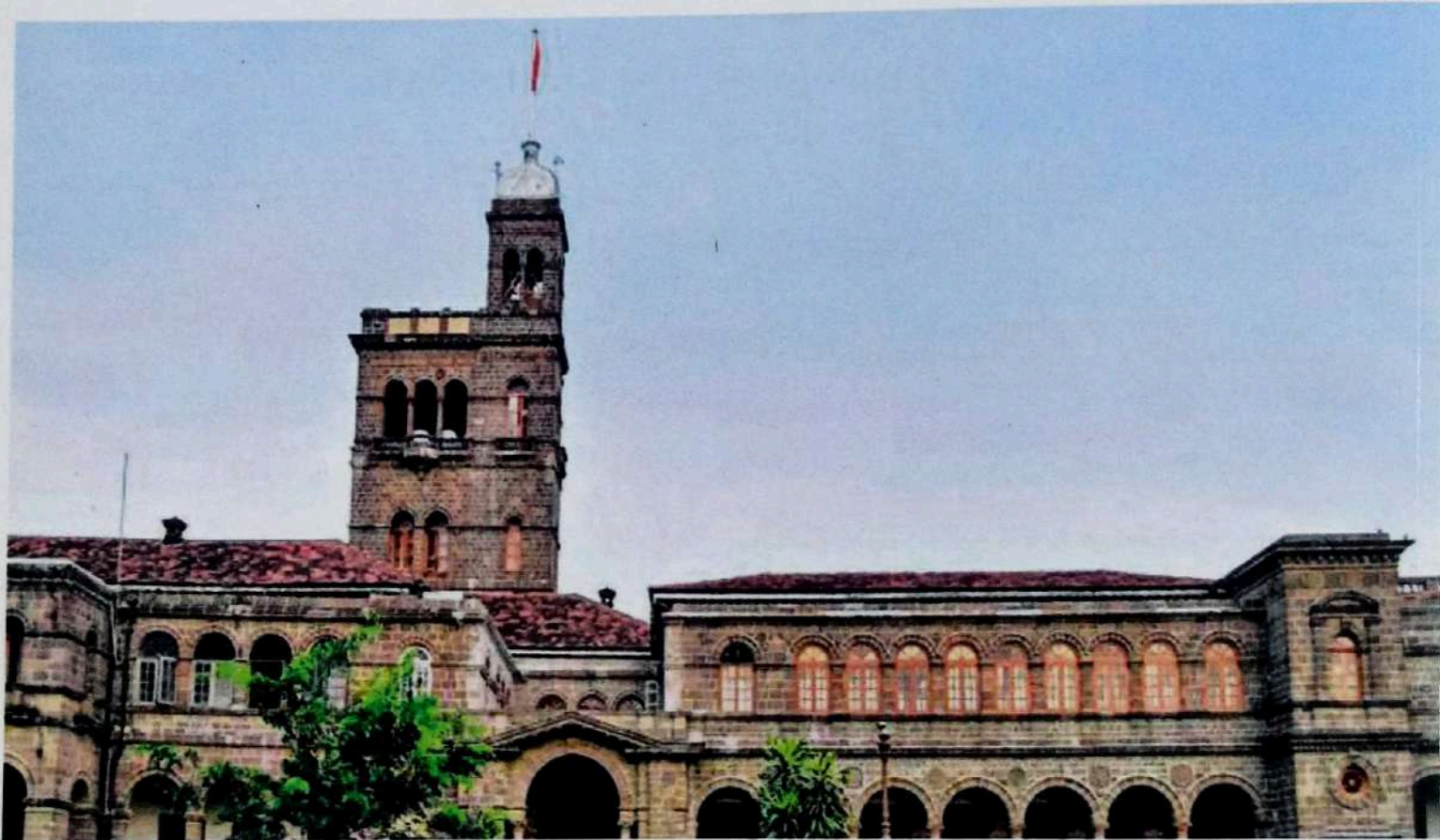
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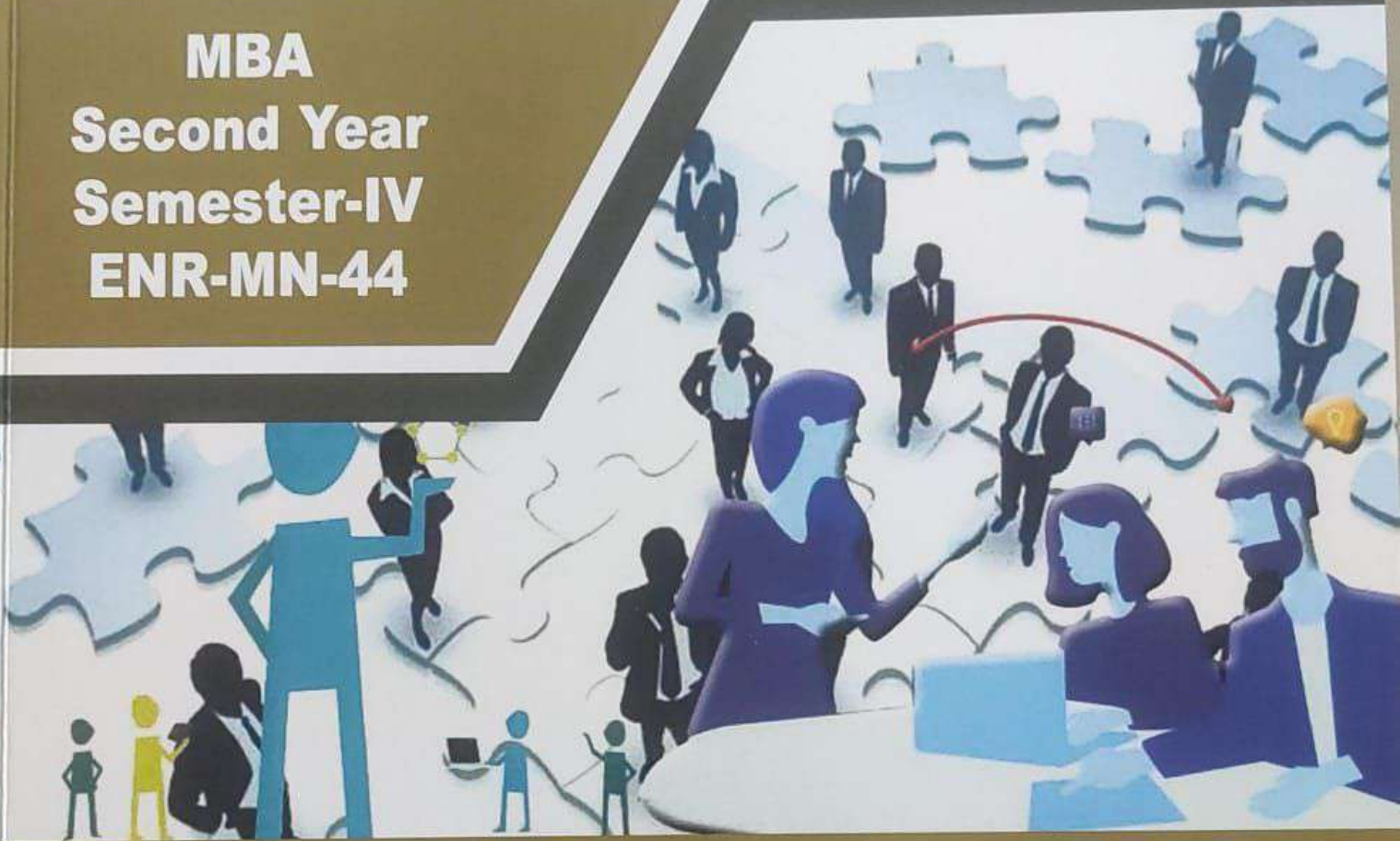


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MSME AND FAMILY BUSINESS

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Units (4, 5)

Chaitanya Pawar, Founder (NG Business), Marketer at Dr V N Bedekar Institute of Management Studies, Thane
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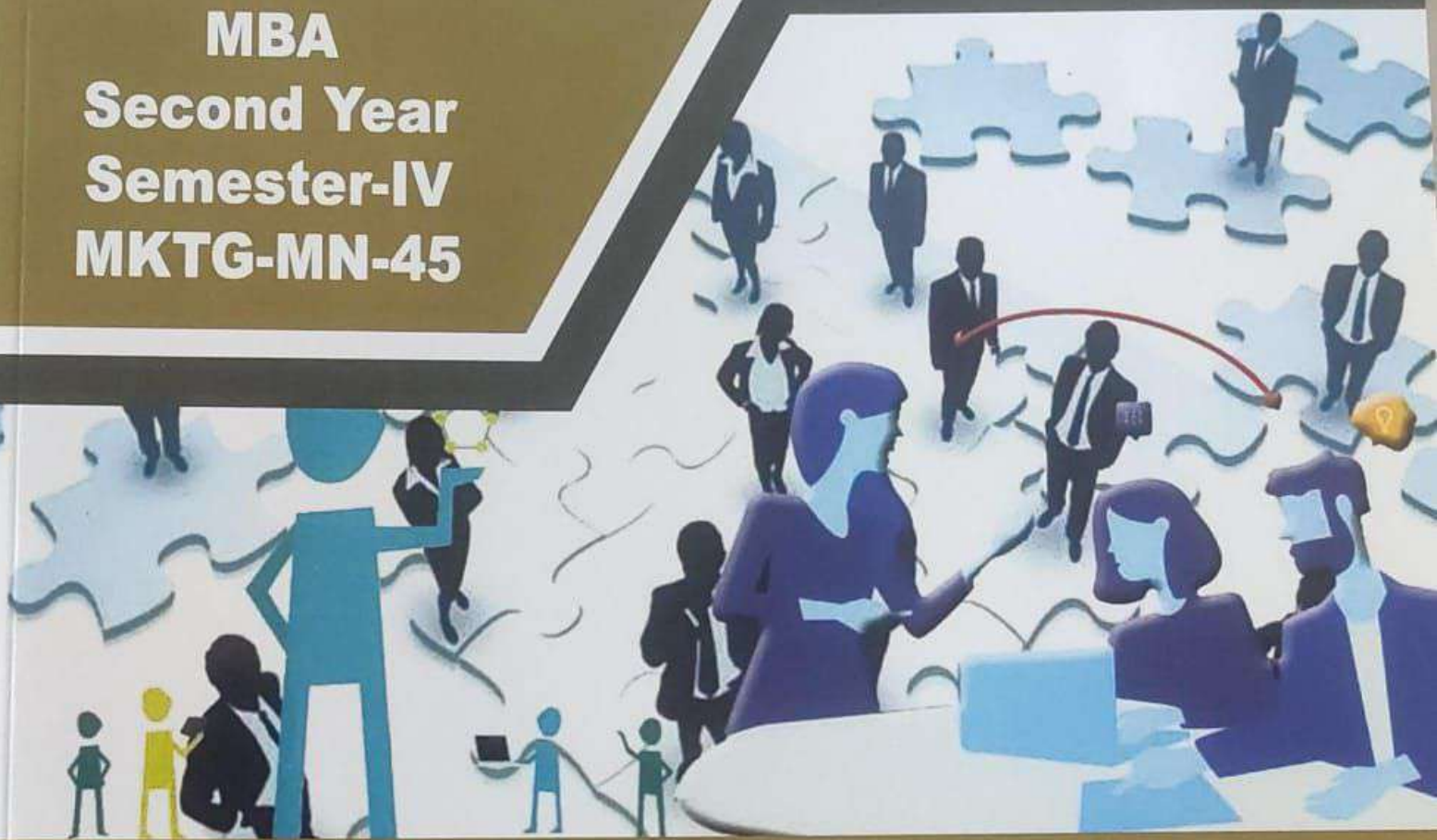


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ENTREPRENEURIAL TOOLS FOR
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Units: (3, 4)

Chaitanya Pawar, Founder (NG Business) and Marketer at Dr V N Bedekar Institute of Management Studies, Thane
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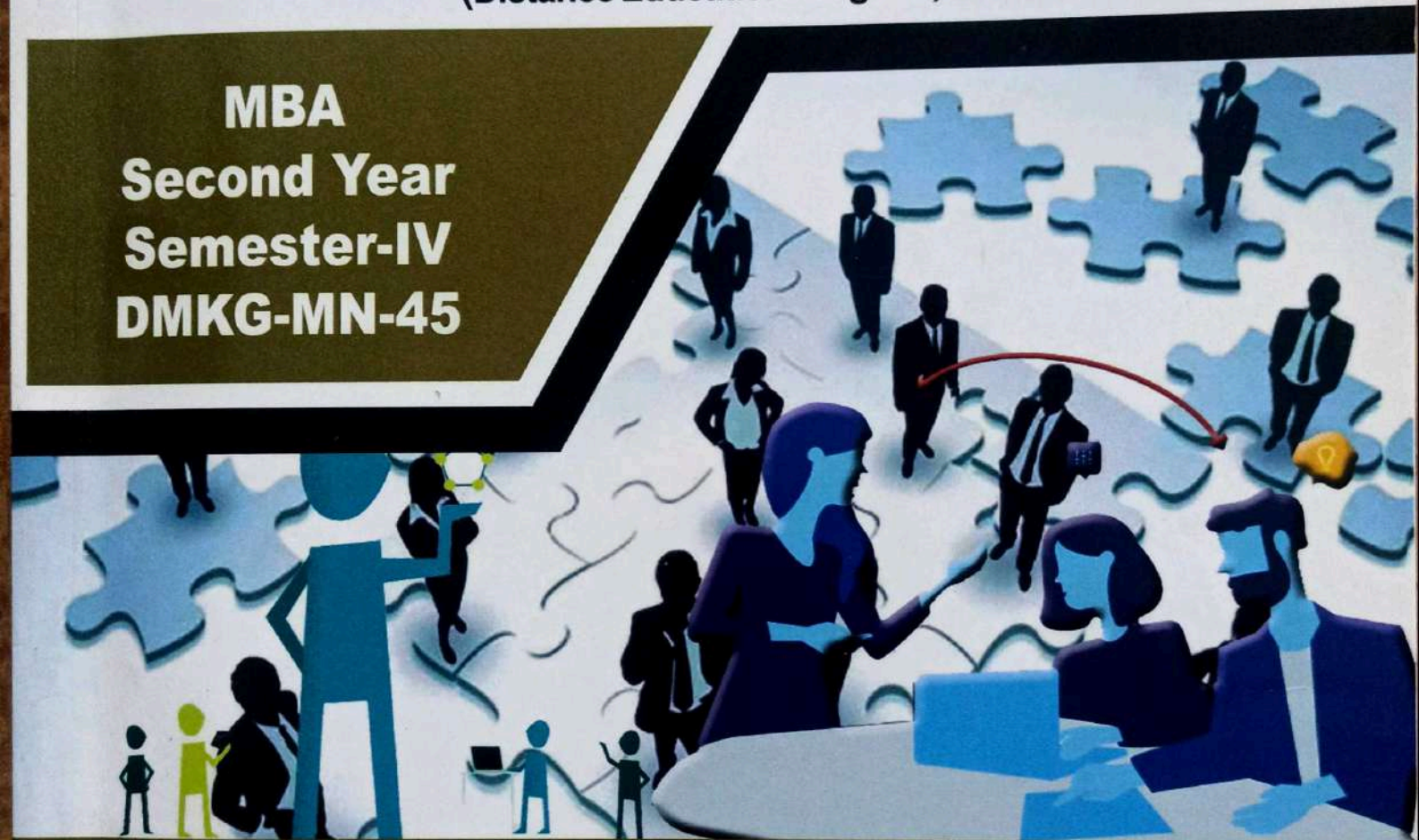


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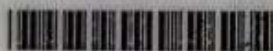


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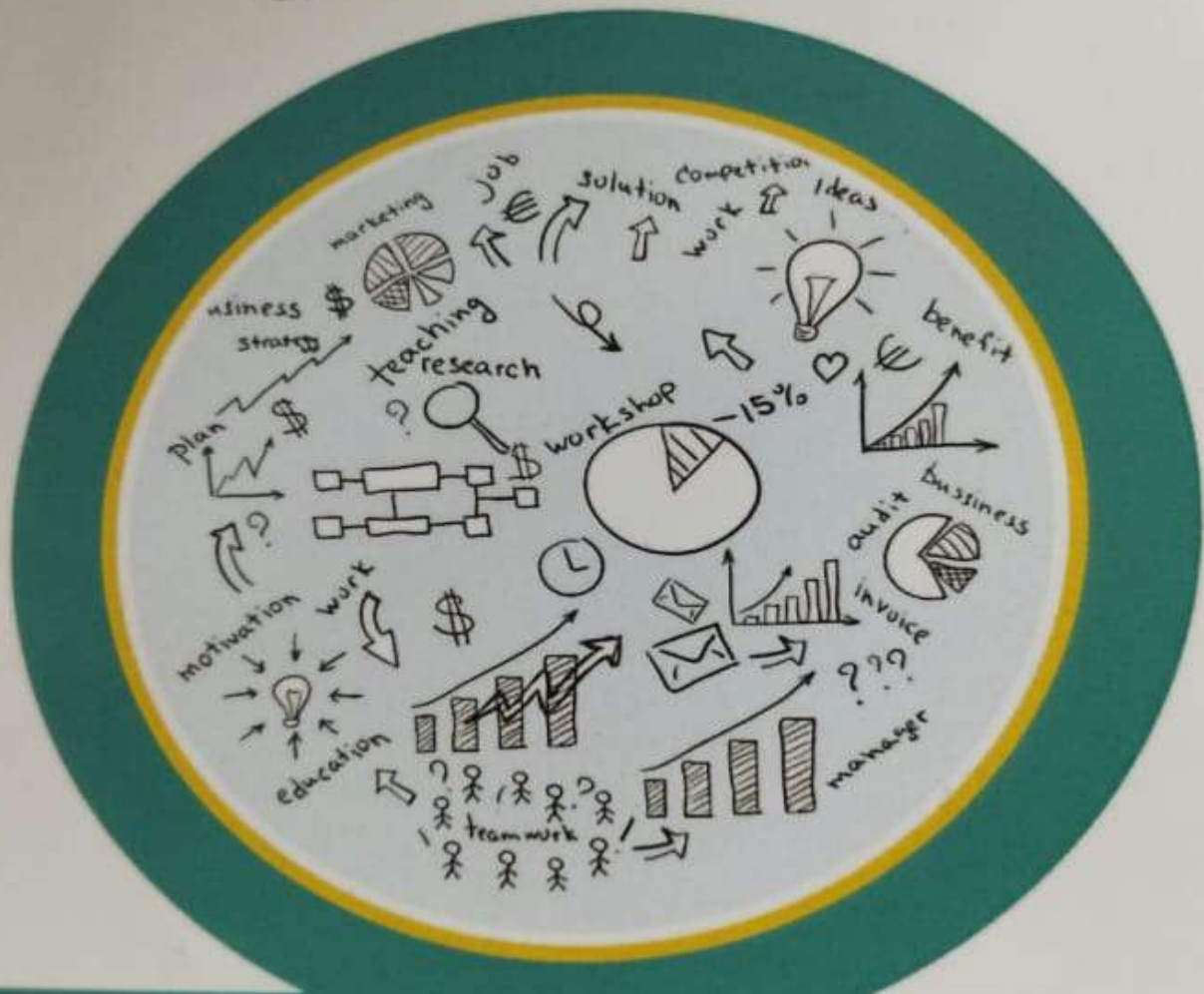


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OF CASE STUDIES



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