

SUK-6107-T 16302

**MARKETING STRATEGIES ADOPTED BY CELL-PHONE
INDUSTRY IN SANGLI DISTRICT**

A DISSERTATION SUBMITTED
TO
SHIVAJI UNIVERSITY, KOLHAPUR

For The Degree Of
MASTER OF PHILOSOPHY
In
Commerce And Management

Under The Faculty of
Commerce And Management

BY
Mr. Milind Manohar Samudre

UNDER THE GUIDANCE OF

Dr. M. M. Shinde
M.Com.M.B.A.,Ph.D.

Through
**Ganpatrao Arwade College Of Commerce,
Sangli**

April 2009.

Dr. S. S. Mahajan
Dr. S. S. Mahajan
Head,
Department of Commerce & Management,
Shivaji University, Kolhapur.

BARR. DAKSAHEB KAMBERJI
SHIVAJI UNIVERSITY,