

**MBA**

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| 1    | Seema Gupta   | Digital marketing   | Tata McGraw Hill Education         | 1    |          |
| 2    | Philip Kotler,<br>Hermawan, Kartajaya<br>,<br>Iwan, Setiawan, Pune<br>et Bhatia | Marketing 4.0: Moving from<br>Traditional to Digital  | Pearson                            | 1    |          |
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