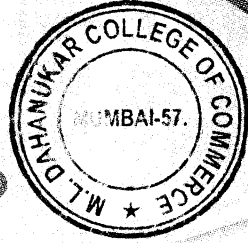


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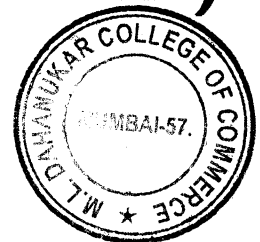
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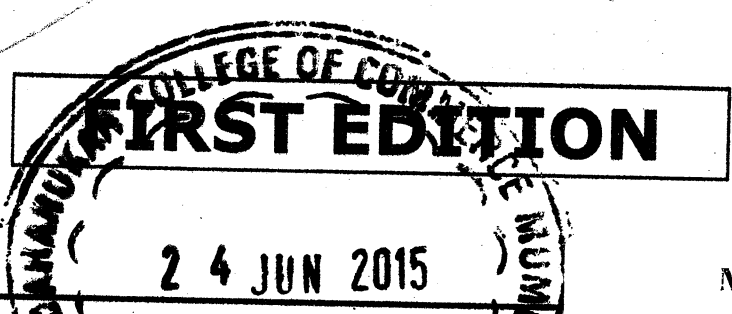
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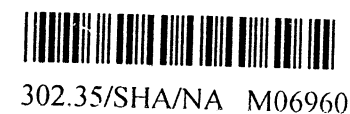
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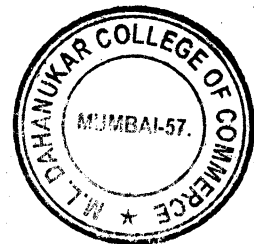
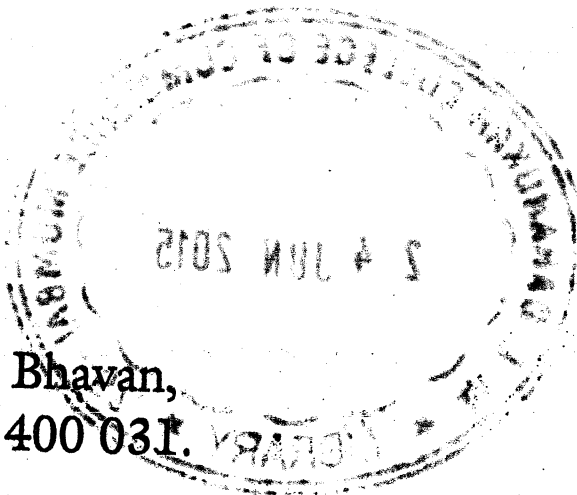
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## Useful Books for BMS Second Year : Semester III

- (1) **Managerial Economics – II**  
Saraswathy Swaminathan
- (2) **Principles of Marketing**  
N. G. Kale: M. Ahmed
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