



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS | ISSN: 2320 - 2882

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In recognition of the publication of the paper entitled  
**Revisiting The Marketing Concept in a Novel Context.**

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Volume 12 Issue 3 March 2024 , Date of Publication: 22-March-2024

UGC Approved Journal No: 49023 (18)

PAPER ID : IJCRT2403964

Registration ID : 253793

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