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CONSUMER DURABLES



Chanduji Thakor
Consumer Durables
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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Global Outlook Major Players Indian Scenario Future of Consumer Durables | Consumer goods like washing machines, motorcars, TV sets, audio-video systems etc, which yield services or utility over time rather than being completely used up at the moment of consumption can be termed as the consumer durables. Most consumer goods are durables to some degree, and the term is often used in a more restricted sense to denote relatively expensive, technologically sophisticated...

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