plth 9821

MARKETING STRATEGIES FOR NEW PRODUCTS A STUDY OF SELECT COMPANIES

Thesis Submitted To THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

For The Degree Of

IN MANAGEMENT STUDIES

by **MEENAKSHI R. CHAUHAN**

Guide
PROFESSOR MAYANK N. DHOLAKIYA
Professor And Dean
Department of Management Studies

FACULTY OF MANAGEMENT STUDIES
THE M. S. UNIVERSITY OF BARODA
BARODA

OCTOBER 1999.