



## Determinants of Brand Selection in Cement Distribution

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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Growing number of cement brands in India had left too many options for the industrial and residential buyers. Distributors in the cement distribution business have been aimed by the manufacturers to promote their brand. However the wrong brand selection may lead a cement distributor in to losses. This study identifies the factors that cement distributors evaluate to select and distribute a cement brand. Also this study focused on exploring the answer to an important question "Do those options have any place for the customer value?" | Format: Paperback | Language/Sprache: english | 80 pp.



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