

**Vipul's**

**BMM Series**

# **BRAND BUILDING**

**SUBHASHINI NAIKAR**

**MONA BHATIA**



As Per Revised Syllabus of BMM Course under  
Mumbai University w.e.f. June, 2016

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**Vipul's**  
**BRAND BUILDING**  
(BMM Third Year : Fifth Semester)  
(Advertising Group)

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