

FIIB Business Review (FBR)

Volume 3 Issue 4 October 2014 to December 2014

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FIIB Business Review (FBR) is a quarterly journal brought out by Fortune Institute of International Business (FIIB) for disseminating knowledge and good practice of professional management. It is aimed to serve as a vehicle of communication between those who study management and those who practice it by publishing articles that are both research-based and address issues of current concerns to practicing managers.

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