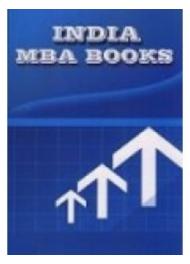
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Communication Channels, Models and Barriers

UNIT-3: Information as an Economic Resource

Information as a Marketable Commodity

Marketing of Information Product and Services

Market Demand and Factors influencing the demand for Information Products

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