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On-line

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Publishing a Text Book in India: The Story of Customer Relations and Consumer Affairs

Abstract. Publishing a text book is great because it is a venture that promises some royalty income. That income can be big or small depending on the size of your market. The story of this book starts with my involvement in a consumer club at my previous college in an effort to create awareness amongst college students; my participation and involvement with VOICE and a consumer protection project. The presentation focuses on the journey and the destination.