I hereby declare that the thesis entitled “AN EMPIRICAL STUDY ON MARKETING STRATEGY OF TELECOM SECTOR IN GUJARAT STATE” Submitted by me for the Degree of Doctor of Philosophy under the faculty of Management, is my original work and that it has not been submitted for any other degree, diploma or distinction by either Saurashtra University or any other University.

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The title of my thesis is: “AN EMPIRICAL STUDY ON MARKETING STRATEGY OF TELECOM SECTOR IN GUJARAT STATE” The study is based on primary and secondary data about telecom service provider in Gujarat. The main source of data are structured questionnaire interviews, website, the CMIE i.e. “Center for Monitoring India Economy” (PROWESS), journal of marketing management, journal of service marketing, Reports of Dot, annual report of TRAI, Advertising Express, other periodicals, journals and from articles by various authors.

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