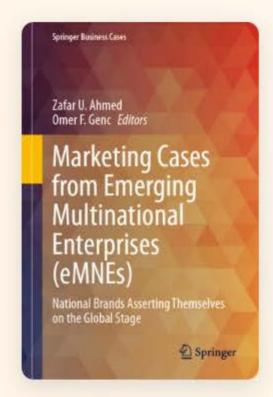
Home > Marketing Cases from Emerging Multinational Enterprises (eMNEs) > Chapter

Wipro (India): Striving to Become a Global Brand

Chapter | First Online: 24 December 2024

pp 303–313 | Cite this chapter



Marketing Cases from Emerging
Multinational Enterprises (eMNEs)