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Study on Consumer Preference and Marketing Strategies of Mango Varieties in Western Zone of Tamil Nadu

M. Kaleeswaran<sup>1\*</sup>, T. Senthivel<sup>1</sup> and M. Soundarapandian<sup>2</sup>

<sup>1</sup>School of Agriculture and Animal Sciences,

<sup>2</sup>School of Management studies, Gandhigram Rural Institute- Deemed to be University, Gandhigram, India



*Dr. M. Prakash*  
*Editor-in-chief*

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