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Bottled For Business | Parsi Khabar

Recently, Bilimoria penned how and why Cobra Beer was developed into one of the world's best loved brands. In Bottled For Business , he narrates his journey from being a debtor to an entrepreneur. What follows is an excerpt from the book.Cobra's commitment to sales and marketing is vivi-dly illustrated by the number of staff it employs to handle those two functions. There are close to

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