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Review Of Literature Green Marketing

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Literature review - Wikipedia

A literature review analyses the most relevant literature in respective fields of study. Doing so gives a student a better picture of all extant research work undertaken in their subject. It is not just limited to the assignment but also forms an important component of thesis or dissertation.

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The review process includes a first step of identification of the body of literature to be analysed through a systematic literature review, followed by mapping the intellectual core of the literature on the investigated topic with the use of bibliographic techniques in the second step. 2.1. Search strategy and sample selection

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