

INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SCIENCE AND TECHNOLOGY

An Internationally Indexed Peer Reviewed & Refereed Journal



UGC ID - 47959

Impact Factor* : 8.1026

Ref:IRJMST/2023/A1017803

DOI : [HTTPS://DOI.ORG/10.32804/IRJMST](https://doi.org/10.32804/IRJMST)

ISSN – 2250 – 1959 (O) 2348 – 9367 (P)

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**DIAMOND DILEMMA: OVERCOMING THE DIAMOND DILEMMA IN MARKET (A CASE STUDY
ON DE BEERS DIAMOND GROUP)**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 14 , Issue – 9 Sep , 2023



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ISSN – 2250 – 1959 (O) 2348 – 9367 (P)

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