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KARMA COLA MARKETING THE MYSTIC EAST www.bathroadtraders.co.uk KARMA COLA MARKETING THE MYSTIC EAST karma cola marketing the pdf Gita Mehta (née Patnaik; born 1943 ) is an Indian writer and was born in Delhi in a well-known Odia family.

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Gita Mehta's KARMA COLA, originally published in 1980, is a 1979, is a collection of anecdotes about the Western travelers that Mehta met in India in the 1970s.

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