



North South University vice-chancellor Professor Abdul Hannan Chowdhury, among others, attends a book launching ceremony for two books at the NSU Syndicate Hall in Dhaka recently.

— Press release

NSU holds launching ceremony for two books

Staff Correspondent

THE department of marketing and international business of North South University has recently held a book launching ceremony for two books at the NSU Syndicate Hall in Dhaka.

The books are *Marketing-Applications in Bangladesh* by Professor Tamgid Ahmed Chowdhury and *Cases on Marketing-Perspectives from Bangladesh*, a collaborative publication by faculty members of the marketing and international business, said a press release on Thursday.

The event was held with logistical support from the Marketing and International

Business Club.

Tamgid Ahmed Chowdhury spoke about how his book aimed to provide students with a local perspective in the field of marketing, which was an essential component for their complete understanding of the local market.

Zarjina Tarana Khalil, senior lecturer, marketing and international business and one of the authors for the case book, spoke about the dearth of local cases and how the book aimed at bridging the gap between theory and real-life practice of marketing in Bangladesh.

Professor Abdul Hannan Chowdhury, NSU vice-chancellor; Professor Nasar U Ahmed, pro-VC; Professor Abdur Rob Khan, treasurer of the university; and Professor AKM Waresul Karim, dean, school of business and economics, graced the event as guests of honour.