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It's All About the Money Honey!

Mandeep Singh

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Whether you accept it or not - 'Dowry' has become a curse in our country and the time has come to fight it, using the very same 'mentality' of dowry seekers. The worst part about dowry is that it has been strategically linked to 'Pride' On one hand you have the groom's father boasting about the dowry amount received, (basking in the pride of his son's ability of attracting such an amount) and on the other hand, you have the girl's father, who pays that 'Dowry' with pride, believing it is his way of expressing his love for his daughter. Dowry today, has moved to a fairly advanced stage and is being conducted in many different & creative ways. The groom is treated like a 'Product' with the attributes and features that satisfies the needs and wants of the 'Consumer" - namely the bride's family. Both parties decide to form a relation, either as a 'Merger' or an 'Acquisition' - based on their abilities to do either. All parents are (unknowingly) following typical market strategies that a Product company uses to promote their wares in the market - which includes amongst other things, listing its attributes and features in a bid to attract prospective buyers - who conduct an "Evaluation" before finally making a 'Purchase'

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From reader reviews:

Raymond Hernandez:

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Jonathan Garcia:

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Leslie Martin:

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Dolores Albert:

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