

## B I B L I O G R A P H Y

### Books:

- 1) B.Ramchandrarao - Current Trends in Indian Banking.  
Deep and Deep Publication, Delhi - 1984.
- 2) C.R.Kothari - Investment Banking and Customer Service.
- 3) G.M.Land - Co-operative Banking in India, First Edition,  
1956.
- 4) K.K.Saxena - Bank Marketing (Concepts and applications)
- 5) Philip Kotler - Principles of Marketing.  
Practice Hall of India Pvt.Ltd., 1988
- 6) S.A.Sherlekar - Modern Marketing.  
Himalaya Publishing House, Bombay - 1974.
- 7) Satish Munjat - Banking operations  
Printwell publishers, Jaipur - 1990.
- 8) Shanker Barde - Urban Co-operative Banks  
(Functions and procedure) [Marathi] Magestic Publications.
- 9) S.A.Sherlekar - Marketing Management.  
Himalaya PublishingHouse - Bombay - 1982
- 10) Thomas J. Peters and Robert H.Waterman Jr. -  
In Search of Excellence.

### Periodicals:

- 1) Annual Reports of Sangli Urban Co-operative Bank  
for the year 1988-89 to 1992-93.
- 2) 'Paris' Golden Jubilee Publication of Sangli Urban  
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- 3) The Banker Nov. 1986 and Dec. 1987.