

BIBLIOGRAPHY

- B I B L I O G R A P H Y -
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<u>S.NO.</u>	<u>AUTHOR</u>	<u>BOOK</u>
1)	Edward, Richard and Norman-	Fundamentals of Modern Marketing.
2)	Philip Ketler	- Marketing Management Analysis, Planning and Control.
3)	Philip Ketler	- Principles of Marketing.
4)	Rass and Murdick	- Introduction to Marketing Information System.
5)	Stanton	- Fundamentals of Marketing
6)	Star, Davis, Lovelock and Shapiro.	- Problems in Marketing.
