

Bibliography.

A] Books –

- 1) Name of the book : Introduction to Business Enterprise
- 4th Edition
- Author : Layman ‘A’ Keith and Carlo-E- Gubelline
- Publisher : Mc Graw-Hill Book Company
- 2) Name of the Book : Principles and Practices of Management
- Author : L.M. Prasad
- Publisher : Sultanchand & Sons
- 3) Name of the Book : Organization Design
- Author : Derek Newman
- Publisher : Edward Arnold Ltd.
- 4) Name of the Book : Marketing Management
- Author : Philip Kotler
- Publisher : Prentice – Hall of India Pvt. Ltd.

B] Institutions :

1. Gokhle Institute of Economics and Politics, Pune.
2. Jaikar Library Pune University, Pune.
3. Library of Shivaji University, Kolhapur.
4. Library of Kisan Veer Mahavidyalaya, Wai.
5. F.P.U. of Panchgani and Mahabaleshwar Taluka.
6. Internet and the Web sites.
7. Library of New Era High School, Panchgani .