

BIBLIOGRAPHY:

1. Philip Kotler, (1999), Marketing Management-Millennium Edition, Prentice-Hall of India Pvt Ltd, New Delhi.
2. Prof. S. A. Sherlekar(2000) Marketing Management 13th revised student edition. Himalaya publishing house.
3. Michel J Etzel, Bruce J. Walker, William J. Stanton, Ajay Pandit. (2006) Marketing - Concept and Cases. Tata Mc-Graw hill publications.
4. U.C. Mathur(2008) International Marketing Management. SAGE India.
5. Acharya S.S. Agrwal N. L. (2010) Agricultural Marketing In India 4ed. Oxford & Ibh Publishing Co. Pvt Ltd
6. R.S.Tripathi, Jagdish Prasad(2000) Encyclopedia of Agricultural Marketing. Mittal Publications, New Delhi-59
7. G.N.Singh, Dr.D.S.Singh(1989) Agril Marketing in India- planning & development. Friends Publications, Meerut.
8. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, (2009), Marketing Management A South Asian Perspective, 13th Edition, Dorling Kindersley (India) Pvt Ltd, New Delhi.

VARIOUS WEB SITES:

1. www.agmarknet.nic.in
2. www.agmarknet.nic.in
3. www.world-agriculture.com
4. www.agricoop.nic.in
5. www.krishiworld.com/html/agri
6. www.indiaagrstat.com

7. www.indiaagronet.com
8. www.agro.indiamart.com
9. www.delagrmarket.nic.in
10. www.agricultureinformation.com
11. www.globalshiksha.com
12. www.msamb.com
13. www.articles.sitepoint.com
14. www.en.wikipedia.org/wiki/Sangli
15. www.agriculturetoday.in

VARIOUS NEWSPAPERS:

1. Times of India.
2. Indian Express.
3. Economics Times.
4. Financial Express.
5. Maharashtra Times.
6. Loksatta.
7. Sakal.
8. Pudhari.
9. Agro-one.

VARIOUS MAGAZINES.

1. Drakshvritta
2. Agrrculture Today.
3. Kissan.
4. Shetkari.
5. Baliraja.
6. Amachi Mati Amachi Manas.