BIBLIOGRAPHY


- Aaker David A. (1986); Advertising Management; Prentice-Hall of India, New Delhi.


- Akhileshwar Pathak; “Comparative Pricing in India: Need to Strengthen Regulations”; Vikalpa; Vol. 30, No. 1; pp. 67-75; Jan.-Mar., 2005

- Amanda Leigh Coley; “Affective and Cognitive Processes Involved in Impulse Buying”, A Thesis Submitted to the Graduate Faculty of The University of Georgia in Partial Fulfillment of the Requirements of the Degree Master of Science Athens; Georgia, 2002.


• Armstrong Gary M. and Frederick A. Russ; “Detecting Deception in Advertising”; MSU Business Topics; pp. 21-31; Spring, 1975.


• Backman Jules (1967); Advertising and Competition; New York University, New York.


• Baron, L., & Straus, M. A. (1984); “Sexual Stratification, Pornography and Rape in the United States”; In N. M. Malamuth & E. Donnerstein (Ed.), Pornography and Sexual Aggression; Academic Press, Toronto.

• Batra Rajeev (2005); *Advertising Management*; Pearson Education, Delhi.


• Bellur V. V. (1988); *Readings in Advertising Management*; Himalaya Publication House, Bombay.


- Brownmiller, S. (1975); Against Our Will: Men, Women and Rape; Simon & Schuster, New York.


- Burton Philip Ward (1951); Retail Advertising for the Small Store; Prentice-Hall, New Jersey.


• Caples John (1961); Tested Advertising Methods; Harper & Brothers, New York.


• Cases” Massey University, Department of Marketing, New Zealand.

• Chakrabarty Patrali and Bibek Banerjee; “An Eye for an Eye: Impact of Sequelization and Comparison in Advertisements on Consumer’s Perception of Brands”; Indian Institute of Management, Ahmedabad, India; Aug., 2010.

• Charvat Frank J. (1964); Marketing Management: A Quantitative Approach; D. C. Heath, Boston.

• Chattopadhyay Tuhin; “Advertisement and Consumer Behaviour: An Information Processing Perspective”; Eighth AIMS International Conference on Management.

• Clow E. Kenneth. & Baack Donald (2006); *Integrated Advertising, Promotion and Marketing Communications*; Prentice hall of India Private Limited, New Delhi.


• Crosby Philip B. (1979); *Quality is Free*. New American Library, New York.


• Davar Rustom S. (1984); *Salesmanship and Advertising*; Progressive, Bombay.


• David Paton; Advertising as an Entry Deterrent: Evidence from UK firms; International Journal of Economics of Business; Vol. 15 (1); pp. 63-83; 2008.

• Davis Martyn P. (1963); Career in Advertising; Museum Press, London.


• Dhruv Grewal and Larry D. Compeau; “Comparative Price Advertising: Informative or Deceptive”; Journal of Public Policy & Marketing; Vol. 11, No. 1; American Marketing Association, pp. 52-62; Spring, 1992.


• Dunn S. Watson (1982); Advertising: Its Role in Modern Marketing; Dryden Press, Chicago.


• Eighmey John; “Deception and Unfairness in Children’s Advertising”; pp. 69-71; April, 1975.


• Farbey A. D. (2004); Handbook of Successful Advertising; Concept Publication House, New Delhi.


• Field George A. (1966); Marketing Management: A Behavioral Systems Approach; Charles E. Merrill, Ohio.


• Frey Albert Wesley (1953); Advertising; The Ronald Press, New York.


• Harris Godfre (2001); *Advertising on the Internet: Let Your Fingers Do the Talking*; Atlantic Publishers, New Delhi.


• Howard John A. (1963); Marketing Management: Analysis and Planning; Richard D. Irwin, Illinois.

• Inglis Fred (1972); The Imagery of Power: A Critique of Advertising; Heinemann, London.


• Jamieson Kathleen Hall (1983); The Interplay of Influence: Mass Media & their Publics in News, Advertising, Politics, Wodsworth Publishing Company; California.

• Janet Hoek, Philip Gendall, Michael F. Fox, Natalie Erceg; “Believes and Behaviour: The Use of Survey Evidence in Deception Advertising Cases”; Massey University, Department of Marketing, New Zealand pp. 862-863; 1984.
• Jefkins Frank (2000); *Advertising*; Pearson Education (Singapore), Delhi.


• Jethwaney Jaishri (2006); *Advertising Management*; Oxford University Press, New Delhi.

• Jetking Frank (1973); *Advertising Made Simple*; W. H. Allen, London.


• Jones Kensinger (1986); *Cable Advertising: New Ways to New Business*; Prentice Hall, New Jersey.

• Jones Philip Jones (2000); *Advertising Organizations and Publications*; Sage Publication Inc., London.

• Judith A. Garretson & Scot Burton; “*The Role of Spokescharacters as Advertisement and Package Cues in Integrated Marketing Communications*” Journal of Marketing; Vol. 69, No. 4; pp. 118-132; Oct., 2007.


• Kaptan S.S. (2003); Advertising Regulation; Sarup, New Delhi.


• Kazmi S. H. H. (2001); Advertising and Sales Promotion; Excel Book, New Delhi.


• Kleinman Philip (1977); Advertising Inside Out; W. H. Allen, London.

• Kleppner Otto (1966); Advertising Procedure; New Jersey, Prentice-Hall.

• Kotler Philip (2006); Marketing Management; Prentice-Hall of India/Pearson Education, New Delhi.

• Kumar R. Renjith; “An Evaluation of Television Advertisements of Masala Powder in Pollachi (Tamil Nadu)”; Indian Journal of Marketing; Vol. 37, No. 4; pp. 3-19; April., 2007.

• Lambin Jean Jacques (1976); *Advertising, Competition and Market Conduct in Oligopoly Over Time: An Econometric Investigation in Western European Countries*; North-Holland Publication, Amsterdam.


• Lee Kiefer (2006); *Global Marketing Management: Changes, Challenges and New Strategies*; Oxford University Press, New Delhi.

• Littlefield E. James., & Kirkpatrick, C. A., (1971); *Advertising: Mass Communication in Marketing*; Bombay: Vakils, Feffer and Simsons Private Ltd.

• Litvin S.W., Goldsmith, R.E. and Pan B.; “Electronic Word-of-Mouth in Hospitality and Tourism Management”; Tourism Management; Vol. 29, No. 3; pp. 458-468; 2008.

• Mais Sukkar; “Advertising in the Middle East: Exploring the Impact of the West” Indian Journal of Marketing; Vol. 37, No. 8; pp. 3-11; Aug., 2007.


• Mann Gurmeet Singh, (Ed.). (2009); *Media Parents & Children*; Publication bureau, Punjabi University, Patiala.


• Martineau Pierre (1957); Motivation in Advertising: Motives that Make People Buy; McGraw-Hill, New York.

• Mathur, U. C. (2002); Advertising Management; New Age International, New Delhi.


• Michman Ronald D. (1976); Strategic Advertising Decisions: selected readings. Ohio: Grid.


• Nelson Roy Paul (1983); The Design of Advertising; WCB, Iowa.


• Nicholl David Shelley (1973); Advertising: Its Purpose, Principles and Practice; Macdonald & Evans, London.


• P. Uma Sailaja; “Avenues Amid Advertising Regulations for socially Unacceptable products with special focus on alcohol”; Part VII – Regulations & Marketing, International Marketing Conference on Marketing & Society, pp. 8-10; April, 2007. IIMK.


• Pandya Indubala H. (1977); English Language in Advertising: A Linguistic Study of Indian Press Advertising; Ajanta Publications, Delhi.

• Patti Charles H. (1978); *Advertising Management: Cases and Concepts*; Ohio: Grid.


• Percy Larry (2009); *Strategic Advertising Management*; Oxford University Press, Oxford.


• Preston I; “Logic and Illogic in the Advertising Process”; Journalism Quarterly; Vol. 44, No. 2; pp. 231-239; 1967.

• Preston I; “The Scandalous Record of Avoidable Errors in Expert Evidence Offered in FTC and Lanham at Deceptiveness Cases”; Journal of Public Policy and Marketing; pp. 57-67; 1992;


Recommendations of Committee of Advertising Practice (CAP) pp. 5-7; 2007 mediadepartment.king-ed.suffolk.sch.uk/King_Ed10/ASA


Reeves Rosser (1961); *Reality in Advertising*; Macgibbon & Kee, London.

Rik Pieters and Michel Wedel; “*Attention Capture and Transfer in Advertising: Brand, pictorial and Text-Size Effects*”; Journal of Marketing; Vol. 68, No.2; pp. 36-50; April, 2004.


Robinson Sol (1974); *Radio Advertising: How To Sell It And Write It*; Tab Books, U.S.


Sailaj P. Uma; “Avenues amid Advertising Regulations for socially Unacceptable Products with Special Focus on Alcohol”; Part VII- Regulations & Marketing; International Marketing Conference on Marketing & Society; pp. 8-10; April, 2007. IIMK.


Sandage C. H., Fryburger, Vernon. & Rotzoll Kim (1987); Advertising Theory and Practice; All India Traveller Book Seller, Delhi.


Sarkar Manoj Kumar (2000); Sales and Advertising Management; Crest Pub. House, New Delhi.
• Sawyer Alan G. and Peter Dickson; “Psychological Perspectives on Consumer Response to Sales Promotion”; Research on Sales Promotion: collected Papers, Katherine Jocz, ed. Marketing Science Institute, Cambridge, MA; 1984.


• Singh Raghibir and Sandeep Vij; “Socio-Economic and Ethical Implications of Advertising - A Perceptual Study”; International Marketing Conference on Marketing & Society, Part I - Social Responsibility, Ethics & Marketing; April, 2007; IIMK.


• Soni Swati and Makarand Upadhyaya; “Pester Power Effect of Advertising”; International Marketing Conference on Marketing & Society, IIMK, pp. 8-10; April, 2007.

• Sontakki C. N. (1996); Advertising; Kalyani Publishers, Ludhiana.

• Starch Daniel (1966); Measuring Advertising: Readership and Results; McGraw Hill, New York.


• Sunil Mehrotra, Sandra Torges “Determinants of Children’s Influence on Mothers’ Buying Behaviour”; Advances in Consumer Research; Vol. 04; No. 9; ed. William D. Perreault, Jr., Association for Consumer Research, Atlanta, pp. 56-60; 1977.

• Surmanek Jim (2004); Advertising Media A To Z: The Definitive Resource for Media Planning, Buying and Research; Tata McGraw-Hill, New Delhi.


• Tellis, Gerard J. (1997); Advertising and sales promotion strategy; Addison-Wesley, New Delhi.


• Thakur Devendra (2005); Advertising, Marketing and Sales Management; Deep & Deep Publications, New Delhi.

Tiwari Sanjay (2003); The Uncommon Sense of Advertising: Getting the Basics Right; Response Books/Sage, New Delhi.

Tyagi C. L. (2004); Advertising Management; Atlantic Publisher, New Delhi.

Unnikrishnan Namita (1996); The Impact of Television Advertising on Children; Sage Publishers, New Delhi.


Varshney R.L. (2000); Marketing Management: An Indian Perspective: Text and Case; Sultan Chand, New Delhi.

Wademan Victor (1977); Risk-Free Advertising: How To Come Close To It; John Wiley, New York.


Wells William, Burnett. John & Moriarty. Sandra (2004); Advertising: Principles and Practice; Delhi; Pearson Education, Delhi.

Whiteaker Stafford (1986); A Career in Advertising and Public Relations. BT Batsford, London.


• Yanliu Huang, J. Wesley Hutchinson; “Counting Every Thought: Implicit Measures of Cognitive Responses to Advertising”; University of Pennsylvania, April, 2006.


