BIBLIOGRAPHY


41) **Gaur and Nagi, (1984)**, “Influencing the Influencer,” as reported by Rawla Bharti, The Economic Times (Brand Equity), November 2.


110) **Prasad, Swati, (1999),** “By 2004, the Consumer Electronics Market will Cross Rs. 20,000 Crores,” Indian Express, September 27.


124) **Rural Feature,** (1999), Business World, October 11.


