REFERENCES


42. CII Report, Retail Market Analysis, Confederation of Indian Industry, New Delhi, pp. 30 - 45, 2012.

43. Corbett, M. “Solving the puzzle: Third-party specialists are helping globetrotting companies put the right people in the right places”, Fortune, pp. 58, 2006.


53. FICCI “Retail sector to up share to over 20% by 2010 FICCI”, The Economic Times April 23, 2007


89. KSA Technopak “India Retail Report Images”, pp. 333 - 335, 2005.


136. Rajagopal, D. “Point of sales promotions and buying stimulation in retail stores” Available at SSRN 1261570, 2008.


