


Eugene and Lydia (1962), Unknown.


Merriam-Webster Online Dictionary.


Rix, P. (2005), Marketing (A Practical Approach), (5th Ed.), Australia: Mcgraw-Hill.


WEBSITES

http://www.referenceforbusiness.com
http://articles.mplans.com/choosing-your-channels
http://www.citeman.com
www.eisabainyo.net