CHAPTER – IX

BIBLIOGRAPHY
- V. Venkata Ramana and G. Somayajulu. Publisher – Excel Books. 2003 Edition. ‘Customer Relationship Management’. The book attempts to provide the nature, concept and implementation of CRM practices and methodology as applicable to different organizations.


- Prof Kolter, Prof Kella, Prof Koshy & Prof Jha Marketing Management.


**In-house Magazines of Two Wheeler Manufacturers** - The researcher has referred to the in-house magazines of the following two wheeler manufacturer companies:

i. Bajaj Auto Ltd.

ii. Hero Honda Motors Ltd.

iii. Yamaha Motors India Pvt. Ltd.

iv. Royal Enfield Motors Ltd.

v. TVS Motor Company Ltd.

vi. Kinetic Motor Company Ltd.

**Periodicals** - The researcher has also referred to the periodicals specially devoted to Automobile industry such as-

- Overdrive. Publisher:- Monthly Publication of Tata Infomedia Ltd
- Autocar India. Monthly Publication of Haymarket Sac Publishing (India) Pvt. Ltd
- The Motoring. Monthly Publication of Business Standard. Editor:- Bijoy Kumar Y.
- Auto India. Publisher: Ashok Advani

- ‘The Evolution and Structure of Two Wheeler Industry in India’ by Sunila George, IIM Bangalore, Hari K. Nagarjuna, IIM Bangalore and Raghabendra Jha, ANU, Canberra.

- ‘Best Bikes’ – a research paper by Darius Lam published in ‘Autocar’ May 2003 edition

- Annual Reports of Automobile Companies: - The Annual Reports (2000 – 2008) of all the leading two wheeler manufacturing companies in India have been studied by the researcher at length. These companies include:-
  - Bajaj Auto Ltd.
  - Hero Honda Motors Ltd.
  - Yamaha Motors India Pvt. Ltd.
  - Royal Enfield Motors Ltd.
  - TVS Motor Company Ltd.
  - Kinetic Motor Company Ltd.

- "Passenger Cars; Map No. 31". Worldmapper: The worlds as you’ve never seen it before.

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Prashad, Sharda (16 April 2006). "HOG WILD; U of T professor Brendan Calder is one of the legions of baby boomers who have helped to ensure the success of the Harley- Davidson brand name, not to mention its bottom line.". Toronto Star (Toronto, Ont.): p. A.16.


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"Rupert Hollaus". Motorsport Memorial.


So with the same disturbance, the rider with a longer wheelbase will feel less oscillating movement on the handlebars, and therefore, will have a perception of greater stability on the motorcycle.

- Some other lobbying organisations are listed in Category:Motorcyclists organizations.
Motorcycle Gangs- Connecticut Gang Investigators Association


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