BIBLIOGRAPHY
BIBLIOGRAPHY

Books


Naresh K. Malhotra – An approach to Factor Analysis that considers the total variance in the data, Marketing Research: An applied orientation – IllEd. 2001 p. 591.

Naresh K. Malhotra, This is an orthogonal method of rotation that minimizes a number of variables with high loadings on a factor, thereby enhancing the interpretability of the factors - Marketing Research: An applied orientation – IllEd. 2001 p.595.


Sumninder Kaur Bawa, Life Insurance Corporation of India - Impact of Privatization and Performance pp. 4 and 5.


Journals:


Black, Gregory, Trust and commitment, reciprocal and multidimensional concepts in distribution relationships - SAM Advanced Management Journal Date: Tuesday, January 1 2008.


R, Tamilarasan, A study on retail store service quality dimensions in select retail stores of Chennai City - Indian journal of marketing, July 2007.p.44.


Tracey S. Dagger, Peter J. Danaher and Brian J. Gibbs, Customer-Reported Service Relationship Strength How Often Versus How Long: The Interplay of Contact Frequency and Relationship Duration - Journal of Service Research 2009; 11;


Web- Site

66 Australasian Agribusiness Review - Vol.18 - 2010 Paper 5 ISSN 1442-6951 Building Producer Loyalty in Malaysia's Fresh Milk Supply Chain Bonaventure www.dikacang.in/download/australasian-agribusiness-review


Akhtar Pasha ; www. Express computer online, com/crm-2004-0216/India trends 02 shtml.
Bryan Foss, Merlin Stone and Fola Komolafe Customer value management analysis; What insurance customers want; Current marketing. http://www.amazon.co.uk/CRM-Financial-Services.../0749436964

Vinod Dumblekar, Building Customer Relationships, through call center in Banking and Financial Services, Books. Google.co.in/books?isbn=8120328566


Bachong sun, Shibo Li, Catherine Zhou “Adoptive Learning and “Proactive” Customer Relationship Management www.tepper.will.cm.edu/paper- 24177852116812- adoptivelearning.pdf


Chen and Ching The role of e-CRM in creating Customer Insight in SMEs., www.http/works.bepress.com/cgi/view content.cgi?article=1006& context,


The implementing a CRm in an emerging market. www.ibata.com/docs/ibat/v1n2/v1n2p7.pdf


374 Journal of Service Research Downloaded from http://jwww.sr.sagepub.com at University of Melbourne Library on May 3, 2009

Towards a resource-based view of the firm perspective on enhancing customer relationships in the hotel industry Aug 2010..www..repository. wit.ie/1381/


Nor Aziah Abu Kasim and Badriyah Minai, Linking CRM Strategy, Customer Performance Measures and Performance in the Hotel Industry, management involves maximizing long-term customer value. [http://www.thefreelibrary.com/Service+quality,+relational+benefits,+and+customer+loyalty+in+a...a0230150763](http://www.thefreelibrary.com/Service+quality,+relational+benefits,+and+customer+loyalty+in+a...a0230150763)

**Reviews and Reports**


Insurance Institute of India, Examination Hand Book, 2005,

Reserve Bank of India Bulletin, various issues LIC Profile - 2010.