

BIBLIOGRAPHY

Books :

- Berry, Leonard and Capaladini, L.A., 'Marketing for the Bank Executive', Leviathan House, London, 1975.
- Berry, Leonard and Parasuraman, 'Marketing Services', Free Press, 1991.
- Beri, G.C., 'Marketing Research', McGraw-Hill, New Delhi, 1995.
- Chunawalla, S.A., 'Product Management', Himalaya Publishing House, 1998.
- Daley, D. and Leonard Parsons, 'Marketing Management : Strategy and Cases', John Wiley and Sons, New York, 1992.
- Dhankhar and Sai Prasad N., Hand Book for Bank Managers, Skylark Publications, New Delhi, 1988.
- Ghoshroy, D., 'Bank Marketing : A Hand Book for Branch Bankers', B.D.P. Publishers, Calcutta, 1993.
- Harper, Westfall and Stanley, 'Marketing Research - Text and Cases', Richard D. IRWIN, Publishers, 1996.
- Jain, P.C., 'Marketing Research and Information System, Sublime Publications, Jaipur, 1989.
- Jha, S.M., 'Services Marketing' Himalaya Publishing House, Mumbai, 1994.
- Kenneth, Andrew, 'The Bank Marketing Hand Book', Woodhead-Faulkner Ltd., Cambridge, 1986.
- Khurana, R. and Ravichandran, A.W., 'Strategic Marketing Management : Concepts and Cases', Global Business Press, 1995.
- Kostecki, M.M., 'Marketing Strategies for Services', Oxford Pergaman Press, 1994.
- Kotler, Philip, 'Principles of Marketing', Prentice-Hall India Ltd., New Delhi, 1989.
- Kotler, Philip, 'Marketing Management : Analysis, Planning and Implementation', Prentice-Hall India Ltd., New Delhi, 1990.
- Marsh, J.R., 'Managing Financial Services Marketing', Pitman Publishing, 1988.

- Madhukar, R.K., 'Dynamics of Bank Marketing', Sudhindra Publishing House, Bangalore, 1991.
- McCarthy, Jerome and Perreault William, 'Basic Marketing : A Managerial Approach', Home Wood Richard Irwin, 1984.
- Meidan, Arthur, 'Bank Marketing Management', McMillan, London, 1984.
- McIver, Colin and Naylor, 'Marketing of Financial Services', The Institute of Bankers, London, 1986.
- Porter, Michael E., 'Competitive Advantage, Free Press, 1985.
- Ravi Shankar, 'Services Marketing : The Indian Experience', Manas Publications, Delhi, 1993.
- Rao, Ramchandra, 'Current Trends in Indian Banking' Deep and Deep Publications, New Delhi, 1984.
- Rao, P. Subha, 'Principles of Bank Management,' Himalaya Publishing House, Mumbai, 1988.
- Reidenbach, E.R. and Pitts, Robert, 'Bank Marketing : A Guide to Strategic Planning', Printice-Hall Cliffs, 1986.
- Ries, Al and Trout, Jack, 'Positioning : The Battle for Your Mind', McGraw-Hill Ltd., 1981.
- Saxena, K.K., 'Bank Marketing - Concepts and Applications' Skylark Publications, New Delhi, 1988.
- Sahoo, S.C. and Sinha, P.K., 'Emerging Trends in Indian Marketing in 1990s, Academic Foundation, Delhi, 1991.
- Stantan, William, Etzel and Walker Bruce, 'Fundamentals of Marketing', McGraw-Hill, Inc., New York, 1994.
- Verma, Harsh V., 'Marketing of Services', Global Business Press, Delhi, 1995.
- Zikmund, William, 'Business Research Methods', The Dryden Press, 4th Ed., 1994.
- Zeithaml, V.A. and Mary Bitner, 'Services Marketing', McGraw-Hill Inc., New Delhi, 1996.

Journals and Magazines

Balchandran, P., 'Banking Education : Past, Present and Future', 17th Bank Eco. Conference by IBA., 1994.

Bhattacharyay, Biswa N., 'Marketing Approach to Banking Services', Vikalpa, Vol.4, April-June, 1989.

Christopher Lovelock, 'Classifying Services to Gain Strategic Marketing Insights', Journal of Marketing, Summer, 1983.

Chidambaram, R.M., 'Promotional Mix for Bank Marketing', IBA Bulletin, March, 1994.

Golparia, M.N., 'Emerging Banking Challenges, The Journal of Indian Institute of Bankers, April-June, 1987.

Gupta, M.P., 'Assessment of Training Needs in Banks', Punjab National Bank Monthly Review, January, 1991.

Jha, S.M., 'The Framing of Marketing Mix for Banking Services', The Banker (Indian), February, 1990.

Kannan, K., 'Indian Banking - Still Living in the Past', C.F. Analyst, December, 1995.

Levitt, Theodore, 'The Industrialisation of Service', Harvard B. Review, September-October, 1985.

Magarh, A.J., 'When Marketing Services - 4 Ps Are Not Enough', Business Horizons, May-June, 1986.

Prabhu, A.G., 'Computerisation in Banks - Myths and Realities', Chartered F. Analyst, December, 1995.

Rangarajan, C., 'Indian Financial System : The Emerging Horizon', RBI Bulletin, June, 1994.

Rengarajan, V., 'Some Strategies for Future Banking', IBA Bulletin, December, 1992.

Satyanarayana, K., 'The Dilemma of Service Charges in Banks', Vinimaya, Vol.XI, 1994-95.

Sundaresan, 'Indian Banking in Retrospect : A Prospective View', PER - Journal of Syndicate Bank, Feb.-April, 1994.

The Newspapers

A Correspondent, 'Buy now and pay later', The Economic Times, December 9, 1994.

Banking and Finance, The Economic Times Special Report, September 23, 1997.

Choudhary, Saibal Ray, 'Personal Attention in Banking', The Economic Times Supplement, June 5-11, 1996.

Dobhal, Shailesh and Anita, 'Branding Citibank', The Economic Times, June 5-11, 1996.

Dobhal, Shailesh, 'Branding Comes to Banking'. The Economic Times, (Brand Equity), September 9, 1996.

A Correspondent, 'Hi-tech Services yet to Reach Masses', December 9, 1994.

Narendar Pani, 'Rural Banks Without Patronage', The Economic Times, September 9, 1996.

Vittal N., 'Full Spectrum thinking and Computerisation', The Economic Times, September 16, 1999.

Shankaranarayan, 'Customer Service in Public Sector Banks', The Economic Times, February 15, 1995.

Shah, Kalpana, 'Wanted Service with a Smile', The Economic Times, October 9, 1994.

Walke, Umesh, 'Technology for Banks', The Economic Times, Special Report, September 23, 1997.

Reports :

Goiporia, M.N., 'A Report on Customer Service - A Committee Appointed by RBI, 1991.

A Report on All India Savings and Deposit Trends, All India Survey conducted by NIBM, Pune, 1986-87.