Bibliography
BIBLIOGRAPHY

I. BOOKS


Blackburn, J.D., Time Based Competition, Business One, Irwin, Homewood, IL, 1991.


Ramaswamy, V.S., Namakumari, S., Strategic Planning for Corporate Success, Macmillan India Limited, Delhi, 1994.


II. JOURNALS


Chaudhuri, Shekar, et.al., Patterns of diversification in larger Indian Enterprise, Vikalpa, Jan/Mar 1982.


Dixit, M.R., the Concept Practice of Scanning and appraisal of external environment, Vikalpa, April/June, 1985.


Hedge, M., Western and Indian models to turnaround management, Vikalpa, Oct. 1982.


Kudla, R.J., the effects of strategic planning on common stock returns, academy of Management Journal, Vol.23 (1), 1980.


III. REPORTS


IV. WEBSITES

www.bseindia.com
www.des.calstate.edu
www.entarga.com
www.icicidirect.com
www.mca.gov.in
www.mindtools.com
www.moneycontrol.com
www.nseindia.com
www.sebi.gov.in