BIBLIOGRAPHY

BOOKS

Dr Ammarchand


Barry Berman and Joel R Evans

Retail Management A strategic Approach Macmillan Publishing Co New York 1979

David Hughes G

Marketing Management Addison - Wesley Publishing Co London 1980

Ernest Samhabar

Merchants Make History Harper and Row Publishing Co New York 1964

Frank J Charvet

Super Marketing The Macmillan Co New York 1972

Giles GB

Marketing Macdonel Evans Second Edition

Gundiff W Edward Still R Richard Norman AP

Fundamentals of Modern Marketing

International Cooperative Alliance

Readings in Consumer Cooperation Asia Publishing House New Delhi 1972
<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Title</th>
<th>Publisher and Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Winfred A</td>
<td>History of Cooperative Thought</td>
<td>Rainbow Publications Coimbatore 1980</td>
</tr>
<tr>
<td>Kulandaiswamy V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Krishnasamy OR</td>
<td>Integrated Rural Development and Cooperatives</td>
<td>Rainbow Publication Coimbatore 1986</td>
</tr>
<tr>
<td>Mamoria CB and Saksena RD</td>
<td>Cooperation in Foreign Lands</td>
<td>Kitab Mahal Allahabad 1972</td>
</tr>
<tr>
<td>Mathur BS</td>
<td>Cooperation In India</td>
<td>Sahitya Dhanvat Agra 1977</td>
</tr>
<tr>
<td>Maurice I Mandell and Larry J Rosenberg</td>
<td>Marketing Prendice Hall of India</td>
<td>Private Ltd 1983</td>
</tr>
<tr>
<td>Metha SC</td>
<td>Consumer Cooperation in India</td>
<td>Atma Ram and Sons Delhi 1964</td>
</tr>
<tr>
<td>Nakkiran S</td>
<td>A Treatise on Cooperative Management</td>
<td>Rainbow Publications Coimbatore 1984</td>
</tr>
<tr>
<td>National Consumers Cooperative Federation</td>
<td>Manual on Cooperative Retail Operations System for Consumer Cooperatives</td>
<td>No 4 New Delhi</td>
</tr>
<tr>
<td>Authors</td>
<td>Title</td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Paranjothi T</td>
<td>Committees and Commissions on Cooperation Rainbow Publications</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coimbatore 1984</td>
<td></td>
</tr>
<tr>
<td>Paul Dermick</td>
<td>Cooperative Integration in Europe  Readings in Consumer Cooperation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>International Cooperative Alliance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Asia Publishing House, Madras</td>
<td></td>
</tr>
<tr>
<td>Philip Kotler</td>
<td>Principles of Marketing Prentice Hall of India Private Ltd 1984</td>
<td></td>
</tr>
<tr>
<td>Rajan Nair</td>
<td>Marketing Sultan, Chand and Sons New Delhi 1972</td>
<td></td>
</tr>
<tr>
<td>Ramasamy MS</td>
<td>Marketing Salesmanship and Advertising</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Samsharda Prakasham Mysore 1985</td>
<td></td>
</tr>
<tr>
<td>Rao SB and Rurre Erixon</td>
<td>Hand Book for Consumer Cooperative Retail Stores National Cooperative</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Union of India New Delhi 1967</td>
<td></td>
</tr>
<tr>
<td>Redinbaugh D Larry</td>
<td>Retailing Management A Planning Approach Grolier Incorporated</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Grolier Business Library 1976</td>
<td></td>
</tr>
</tbody>
</table>
Sarkar A
Recent trend with Consumer Cooperative Movement in India Readings in Consumer Cooperation International Cooperative Alliance Asia Publishing House Madras

Sinha JC
Principles of Marketing and Salesmanship R Chand and Co New Delhi 1977

Taimni KK
ARTICLES

Arvind Son K
Super Market on Cooperative lines in Malesia A feasibility study
International Cooperative Alliance Publication 1970

Bhalla YD
Purchasing Policy of Central Consumers Stores Limited Udaipur (Rajasthan)
Indian Consumer Cooperator Volume 10 No 4 April 1983

Carr Saunders and Others
Consumers Cooperation in Great Britain

Chakravarthi S
Role of Consumer Cooperation in Distribution and Price Control Indian Cooperative Review Volume 9 No 4 July 1972

Converse PD
Fifty Years of Marketing in Retrospect
Harward Business Review

Franciszeklos

Gangadhar V and Reji Reddy K
Financial Performance of Super Bazaar Warangal Indian Cooperative Review Volume XXIV No 2 October 1986
Harald Korsell  
A Survey on the Consumer Cooperative Movement in Norway Review of International Cooperation  
International Cooperative Alliance Volume 77 No 1 1984

International Cooperative Alliance  
Consumers Affairs Bulletin No 4 1979

International Cooperative Alliance  
Perspective Planning in Retailing A Swedish Experiment 1972

Lalwani MR  
Cooperative Societies and Taxation Indian Consumer Cooperator Volume 9 No 12 December 1982

Maurice Cohumbain  
Cooperation and Fundamental Education UNESCO 1950

Maurial DK and Tiwari TD  
Consumer Problem in India - A case study of 500 Consumers in Roorkee City Indian Consumer Cooperator Volume 13 No 5-6 May-June 1986

Metha VL  
Fundamental Cooperative Principles Indian Cooperative Review July 1965

Mishra SC  
Motivation and Incentive in Consumer Cooperative Volume 11 No 10 October 1984
Mishra SC  
Sales Promotion - A crying need in Consumer Stores, Indian Consumer Cooperator Volume 6 No 7 July 1979

Mishra SC and Bhagaven BR  
Sales Management - An Approach to Policy making Indian Consumer Cooperator Volume 13 No 5-6 May-June 1986

Nadkarni RV  

Pomerantsev S  
Travelling Super Markets - Checkoslovakia Centro Soyus Review USSR Moscow 7 1986

Rao KV  
Consumer Cooperative Movement in India Paper presented at Tokyo Japan from August 20 to September 10 1985

Raja Gopal V  
Consumer Cooperatives Soviet Style Indian Consumer Cooperator Volume 10 No 4 April 1983

Santhanam K  
Consumer Cooperative Management in Tamil Nadu Indian Consumer Cooperator Volume 13 No 3-4 March-April 1986
Mounting Problems of Consumers in Modern India: The unending Spiral of relentless price rise and its causes. Indian Consumer Cooperator Volume 12 No 5 May 1985

Cooperative Movement Story. Indian Express Dated November 9 1986

Consumers at the Cross Roads. Indian Consumer Cooperator Volume 2 No 3 March 1984

Economics of Consumer Cooperative with Special reference to South East Asian Countries - An Approach. Indian Consumer Cooperator Volume 11 No 10 October 1984

The Chinthamani Cooperative Super Market Coimbatore: A study on utilisation by members. Indian Cooperative Review Vol XXIII No 4 April 1986


Can Consumer Cooperative Survive. Indian Consumer Cooperator January-March 1986 Volume 20 No 4

JOURNALS

Canadian Cooperative Digest  
Volume 8 No 4 1965

The Grocer  
July 7 1979
<table>
<thead>
<tr>
<th>Reports</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>April 1977</td>
</tr>
<tr>
<td>Bye-law of the Ponni Cooperative Super Market Salem</td>
<td>A Grocery of Marketing Terms</td>
</tr>
<tr>
<td>Committee on Definitions</td>
<td>Recommendation of the All India Conference on Rural Distribution by Cooperatives and Role of National Cooperative Consumer Federation</td>
</tr>
<tr>
<td>National Cooperative Consumers Federation</td>
<td>Dated 31 December 1986</td>
</tr>
<tr>
<td>Short Notes - Working of Salem District</td>
<td>Dated 31 December 1986</td>
</tr>
<tr>
<td>Consumer Cooperative Wholesale Store</td>
<td></td>
</tr>
</tbody>
</table>
THESSES

Bagavathirathinam A  
A study on Chinthamani Cooperative Super Market Anna Nagar Madras  
Unpublished thesis submitted to the University of Madras.

Benjamin Christopher S  
The Chinthamani Cooperative Super Market Coimbatore A study on utilisation by members unpublished M.Com dissertation submitted to PSG College of Arts and Science (Autonomous) Coimbatore

Chellian B  
Operational efficiency of Super Markets in Tamil Nadu M.Phil dissertation submitted to the Annamalai University.

Gopal G  

Kunju Mohammed RM  
A study on Sales Management in Cooperative Mini Super Market in Coimbatore District M.Phil dissertation submitted to the Bharathiyar University

Murugesan  
A study on the Sales Management in Chinthamani Cooperative Super Market Coimbatore Unpublished M.A dissertation submitted to the Bharathiyar University
Ramakrishna Reddi, R
Economies of Sowdeswari Mini Super Market Coimbatore M.A dissertation submitted to the Bharathiyar University

Ramasamy K
Economies of Ponni Cooperative Super Market Salem Unpublished M.A dissertation submitted to the Bharathiyar University

Senthamarai Kannan
A study on the factors responsible for success or otherwise of the Pandian Cooperative Super Market Madurai Unpublished M.A dissertation submitted to the Bharathiyar University