REFERENCES


Bakaie, J. (2008), "Mind Games", The Economic Times (Brand Equity), February 13th: 3.


Clark (2008). Direct to home. The Economic Times (Brand Equity), April 30th. 3.


Coutinho, A. (2006). It’s all in the jeans. The Economics Times (Brand Equity), December 6th. 3.


vii
References


viii


xvii


References


xxi


