BIBLIOGRAPHY

BOOKS


DOCTORAL THESIS


NEWS PAPERS


*HT Style, The Hindustan Times.* (June, 27)

Zutshi Minna (2009). ‘It’s My Life Too…….So What If I am Still a Kid?’.  
*HT Sunday Magazine, The Hindustan Times.* (May, 10)

---

**RESEARCH PAPERS/ARTICLES**


Bakshi Vikram. ‘Kids are No Longer Passive Members of the Family.’ *Kid Pulse.*  

[http://www.businessworldindia.com/June2804/coverstory05.asp](http://www.businessworldindia.com/June2804/coverstory05.asp)

Barletta Martha (2003). ‘Build Sales and Boost Share by Tapping into Women’s Buying Power.’ *Sales and Marketing Excellence.* (February).  
[www.martha.barletta@trendsight.com](http://www.martha.barletta@trendsight.com)


Bhushan, R. (2002). ‘When Tots Call the Shots.’
http://www.blonnet.com/catalyst/2002/05/09/stories/2002050900050100.htm


www.furl.com


http://www.foolonahill.com/adasianpaints.html


Diane Crispell (2001) ‘Fruit of the Boom.’ *Consumer Behaviour.* Available at: [www.hbcollege.com/marketing/students/consumer.com](http://www.hbcollege.com/marketing/students/consumer.com)

Dickerson Tasha ‘Why we Sniff Bread.’ *Consumer Socialization.* [http://www.cbt.wiu.edu/john_drea/consumer_socialization.htm](http://www.cbt.wiu.edu/john_drea/consumer_socialization.htm)


Accessed on: [http://www.rediff.com](http://www.rediff.com)


Accessed on: [http://www.globalissue.org](http://www.globalissue.org)


**STATISTICAL PUBLICATION**


**WEB SITES**


‘Women Call the Shots on Buying and Maintaining the Family Car!’ *Auto Net Direct.* [http://www.autodirect.com](http://www.autodirect.com)

[www.altavista.com](http://www.altavista.com)
[www.bathinda.nic.in](http://www.bathinda.nic.in)
[www.ludhiana.nic.in](http://www.ludhiana.nic.in)
[www.managermentor.com](http://www.managermentor.com)
[www.msn.com](http://www.msn.com).