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Books:

- Ayer Shesha V., (Volume-3), Life Insurance in India- Opportunities, Challenges and Pitfalls, ICFAI Publications Hyderabad.


Magazines, Journals & Newspapers:

• Business Today, various editions.

• Business Week, various editions.

• Business World, various editions.

• Insurance Chronicle, ICFAI Publications, various editions.

• Indian journal of marketing.

• ICFAI journal of service marketing.

• ICFAI journal of advertising management.

• ICFAI journal of marketing management.

• Vikalpa- The Journal from IIM- Ahemdbad.
- Business Bhaskar.
- Economic Times.
- The Times of India.
- Dainik Bhaskar.
- The Hindu.
- Business Standard.
- The Financial Express.
- DNA money.

**Online media:**

- Hundreds of websites related to life insurance companies, marketing, strategic orientation, statistics, advertising, consumer surveys, sales promotion, 7 P's etc.

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