BIBLIOGRAPHY

BOOKS


Kevin Lane Keller, Strategic Brand Management, Second Ed, Prentic – Hall India Pvt Ltd, New Delhi.

JOURNAL


Aaker et A. Biel, Lawrence Erlbaum and Associates, NJ.


Avishek Suman and Vivek Gupta, “Information please” 2005


Biel A. (1993), Converting Image into Equity, in Advertising and Building Strong Brands, eds D.A.


Fournier and Susan “Consumers and then brands : Developing relationship theory in consumer research Journal of Marketing Research Vol.XXIV(3) August 2000 pp 343-373


Gautam Sinha, “Perspective on choice”, in advances in research, June 2002:1-16.


Gersy Kobe, “Anticipating the future: The Role of Consumption vision in Consumer behaviour”, Advances in Consumer research Vol 23(UT:Association for Consumer research) 1999,70-75.


WEBSITE

- www.netnba.com
- www.brandingstrategyinsider.com
- www.investopedia.com
- www.brandinstitute.com
- www.thehindu.com
- www.reportlinker.com
- www.firstcry.com