REFERENCES


Burke Marketing Services, Bases: Introduction, services, validation, history. Descriptive brochure, Burke Marketing Services, Cincinnati, OH (1984).


Deccan Herald, (Bangalore), Feb 6, 2007, P. 10


Lu Jane W. The evolving contributions in international strategic management research. 9, g.l. Journal of International Management 2003.


Raphael. M. (1990), "Bring them back alive: how to get back those customers who left for the competitive jungle", Direct Marketing, 9, 50-51.


Simonian, H. (1996), "Differences by region", Financial Times. 5 March


Sinha, Deepak K. The Contribution of Formal Planning to Decisions. 6, s.l. ; Strategic Management Journal, 1990, Vol. 11


