Company” 5th Thought Leaders International Conference on Brand Management Athens, Greece.


46. Ceridwyn, King Grace, Debra, “Employee Based Brand Equity: A Third Perspective”, Services Marketing Quarterly, 30: 2, 122-147


68. de Chernatony, L and Harris, F. (2000) “The challenge of Financial Services Branding: Majoring on Category or Brand values?” Open University, Buckingham


77. de Chernatony, Leslie & Susan Drury, Susan Segal-Horn (2004), Identifying and sustaining services brands’ values, Journal of Marketing Communications 10 73–93


109. finance.indiabizclub.com/info/indian_banking_industry accessed on 19.09.10


Analytical Hierarchy Process (AHP), Journal of Internet Banking and Commerce, Vol. 15, No.2


254. Reserve Bank of India’s Report on “Trend and Progress of Banking in India 2008-09”


272. UBS News for Banks IV/2003


