BIBLIOGRAPHY
Bibliography:

Books and Journals:


Brown Andrew, “The ethics of marketing to children”, Market Leader, Issue 25, Summer 2004

Shivkumar Hamsini, “And-ness”: The key to the changing Indian consumer, Admap Magazine, Issue 479, January 2007


Austin Lobo, One Hundred Years of Advertising, USPAge, December 2004

Halve Anand, Planning for Power Advertising, Sage Publications, 2005

Srivastav Rohit, “Whitepaper on Lower Degree of Advertising Spends in India”, School of Broadcasting and Communication


Williamson John (2006), "Teaching about India," a two-day History Institute for Teachers seminar held on March 11-12, 2006, sponsored by FPRI and co-sponsored by the University of Tennessee at Chattanooga and the University of Pennsylvania.


“Mudra’s Leading Brands: 20 years of advertising that made Rasna a household name”, Case Studies, Volume 4, Published by Mudra Communications Pvt. Ltd. In Nov. 2002.


Timmons, Heather (2007), “They'll give India’s women the power, even over skin tone” in Livemint.com, The Wall Street Journal.


Websites:
http://mutiny.in/category/business/advertising-and-marketing/page/2/
http://en.wikipedia.org/wiki/William_Bernbach
http://www.mediaknowall.com/Advertising/history.html
http://historymatters.gmu.edu/mse/ads/amadv.html
http://memory.loc.gov/ammem/coolhtml/coolhome.html
http://magindia.com/history/intro.html
http://magindia.com/history/hist3.html
http://magindia.com/history/hist4.html
http://magindia.com/history/hist5.html
http://magindia.com/history/hist6.html
http://magindia.com/history/hist7.html
http://magindia.com/history/hist8.html
http://magindia.com/history/hist9.html
http://magindia.com/history/hist10.html
http://www.indiantelevision.com
http://sbc.ac.in/PDFs/Lower_Indian_Advertising_Spends.PDF
http://www.adclubbombay.com/club_history.asp
http://www.adclubcal.com/awards-history.php
http://thinkexist.com/quotations/media/
http://thinkexist.com/quotations/advertising/2.html
http://www.buildingbrands.com/didyouknow/16_avis_we_try_harder.php
http://www.ascionline.org/progress/genesis.htm
http://www.thehindubusinessline.com/catalyst/2006/06/22/stories/2006062200140200.htm
http://www.buildingbrands.com/didyouknow/16_avis_we_try_harder.php
http://www.adclassix.com/ads/46woodbury2.htm
http://www.adclassix.com/ads/18woodburysoap.htm