BIBLIOGRAPHY

BOOKS


Koch, R. (1999), Smart Things to Know About Strategy, Capstone Publishing Ltd., Dover, UK.


**JOURNALS**


325


326


336


337


338


GOVERNMENT / OTHER REPORTS/ NEWSPAPERS


Agencies (2010), ICICI Pru is largest private insurer in India, May 26, The Financial Express.


Bajaj Allianz (2009), Annual Report for the Year 2008-09, Bajaj Allianz Life Insurance Company Ltd., Pune.


Jain, T. (2009), “Break-even has been delayed by growth”, Feb 22, Mint.

Jain, T (2009), “Irda wants agents’ deal for at least three years”, September 9, Mint.

LIC (2009), Annual Report for the Year 2008-09, Life Insurance Corporation of India, Mumbai.


INTERNET


