BIBLIOGRAPHY

Books:

Davis Keith and Blomstrom Robert, L., “Business, Society and Environment”

Desikan, R. “Consumers Guide”, Madras, SMN Consumer Protection Council,
1990”.

Dugar, S.M., “Unfair Trade Practices under MRTP Act: Injunction and

Appleton Century Crafts, 1957.


Gulshan, S.S., “Consumer Protection and Satisfaction, Legal and Managerial

Gaedeke, M. Ralph and Etcheson, W.Warren, “Consumerism View Points from
Business, Government and the Public Interest”, Sanfrancisco, New York,
Canfield Press, 1972.

George, A. Steiner & John Steiner, “Issues in Business and Society”, New York,

Ghatak, Anita, “Consumer Behaviour in India”, New Delhi, DK., Agencies
1985.

Ghosh, P.K. Kapoor, G.K., “Business and Society”, New Delhi, Sultan Chand
and Sons, 1984.

Giordan, Marion, “Consumer Education – A Hand Book for Teachers”,

Giordan, Marion, “How to be Exploited and How to Avoid it”, London, Temple


Gupta, Anil, “Consumption Behaviour in India; A Study of all India


Munshi, M.C., "Consumerism", Bombay, the Consumer Guidance Society of India.


ARTICLES


Joshi, Navin Chandra, “Consolidating Consumerism in India”, Yojana, 24(7), 16 April 1980.


Munshi, M.C., "Consumerism in India", Economic Times, 4 April 1981.


Om Narain, "Need for Consumer Movement", Yojana, Vol.31, No.6, April 1987


JOURNALS, MAGAZINES, PERIODICALS AND NEWS PAPERS

1. Adulteration Today
2. Advantage Consumer
3. Aside
4. CAF Newsletter
5. The CFBP Bulletin
6. Common Cause
7. Consumer Action
8. Consumer Conformation
9. Consumer Network
10. Consumer News
11. Consumer Welfare
12. Economic Times
13. Economic Trends
14. The Financial Express
15. The Hindu
16. Illustrated Weekly of India
17. Indian Express
18. Indian Journal of Marketing
19. Indian Management
20. Industrial India
21. Junior Post
22. Keemat
23. Kurukshetra
24. Management Accountant
25. Monthly Commentary on Indian Economic Condition
26. MRTP Reports
27. Paralance
28. Radical Humanist
29. Social Welfare
30. Southern Economist
31. Yojana