BIBLIOGRAPHY
BIBLIOGRAPHY


18. Christian Homburg, Ruth M. Stock in, “Exploring the conditions under which salesperson work satisfaction can lead to customer satisfaction”, University of Mannheim, Germany, Universität der Bundeswehr Hamburg, Germany, Correspondence to Christian Homburg, Institute for Market-Oriented Management (IMM), University of Mannheim, L 5, 1, 68131 Mannheim, Germany.


29. Denise Carlson (2009), "Insurance a must-have for every small business", Northern Colorado report, pp- 6-7.

30. Editorial Team, Transformation of insurance in India, The Chartered Accountant, June, 2004


37. Gordon Natarajan, "Financial Markets and Services", Himalaya Publicshing House, India


42. Harrington Niehaus, "Risk management & insurance", Tata McGraw Hill,


46. IRDA Journals 2004 to 2009

47. James P.C. (2010 ), "Back to internal risk basics for insurers" by Asian insurance review, 34-35.


51. K. Rama Mohana Rao, " Services Marketing, Pearson education, New Delhi, India


68. Md. Shah Azam (2009), "Service buying behaviour in Bangladesh: Looking at customers' attitude and intention to buy life and general insurance services" Ph.D. Dissertation, Department of Marketing, University of Rajshahi, Bangladesh.


89. Qaiser R., “ CRM in public sector general insurance companies in liberalized de-tariff regime”, , Faculty Member, NIA Pune.


101. S.Balachandran, “General Insurance”, IC-34, Published by Insurance institute of India.


111. Source: Atlantic Research and Consulting files.


120. U. Jawaharlal, “Insurance Industry” Vol-III, ICFAI University press, India


138. "General Insurance –Commercial", ICFAI University press, India

139. "General Insurance- Personal” ICFAI University press, India

140. "General insurance” IC-38, ), published by Insurance Institute of India,

141. "Insurance Business Environment” , IC-12, ), published by Insurance Institute of India, Universal insurance building, Mumbai, 2004

142. "Insurance Business Environment”, , Published by Insurance institute of India.


144. “Marketing and Public Relations”, , Published by Insurance institute of India.


146. “Practice of General insurance “, IC-II (Revised), published by Insurance Institute of India, Universal insurance building, Mumbai.

147. “Insurance Law and Regulations- Vol.II”, ICFAI University press, India

148. “Insurance Law and Regulations” Vol-I, ICFAI University press, India


150. “Insurance Marketing”, Published by The Institute of Certified Risk & Insurance Managers, (ICRIM), India.

151. “Marketing and public relations”, IC-88, ), published by Insurance Institute of India, Universal insurance building, Mumbai.

152. “Practice of General Insurance”, IC-11, , Published by Insurance institute of India.