BIBLIOGRAPHY


16. Eric Ronney (Nokia UK, Marketing Manager), Peter Olfe (Nokia Japan, Marketing Research Manager), Glenn Mazur, Japan, Business Consultants) “Gemba Research In The Japanese Cellular Phone Market”


27. Mike Eiklenborg, Stavros Ioannou, Gregory King II, Mark Vilcheck “Taguchi Methods for Achieving Quality”, the project report at Engineering Management San Francisco State University School of Engineering.


38. Sandeep Budki & Arpita Prem “The Magic Figure” (pg. 37) on Voice & Data Magazine (Cyber media Publication) Vol. 4, Issue 10, April 2008


List of referred Websites

6. Prof. Andrew Hannan, Dr. Nick Pratt, Interviews description on http://www.edu.plymouth.ac.uk/resined/interviews
8. www.bus.umich.edu/research.nqrc/
9. www.coai.com
10. www.courtools.org
11. www.edu.plymouth.ac.uk/resined/Qualitative
13. www.idea.gov.uk
14. www.indianmba.com
15. www.npd-solutions.com/voc.html
17. www.trai.gov.in