Chapter 8: Bibliography
Chapter 8: Bibliography

8.1: Reference Books
8.2: Newspapers
8.3: Journals
8.4 Web Sites
8: Bibliography

8.1: Reference Books

Marketing Research


Advertising and Sales Promotion


Research Methodology


Marketing Management


**Indian Economy**

8.2: Newspapers

1. Economic Times
2. Times of India
3. Business Standard
4. Financial Express
5. Indian Express
6. The Hindu
7. The Hindu
8. DNA
9. Navabharat Times
10. Hindustan Times
11. Gujarat Samachar
12. Mint (Hindustan Times)

8.3: Journals

1. Bulletin of Economic Research
2. Business to Business
3. Environmental Ethics
4. Foreign Affairs
5. International Journal of Management
6. Journal of Consumer Research
7. Strategic Entrepreneurship Journal
8. Strategy & Business
9. Harward Business Review
10. Indian Journal of Marketing
11. Journal of Scientific and Industrial Research
12. Sales & Marketing Management
13. Vikalpa
15. Marketing Mastermind
16. Journal of Consumer behavior
17. Business World
18. Seminar
19. 4Ps Business Marketing
20. Marketing Management News
## 8.4: Web Sites

### Economy and Indian Economy

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