References
References


4. Ibid, 251-254.

5. Ibid, 262.


44. Charles, R. Whitlock, R., ‘Just do it Management’, Dwanekrumme, Donald Crivellone, Pg. 33.

45. Stuart Crainer, ‘Key Management Ideas - Thinking that changed the management world’


57. Ponkshe, Satyawarat, (1991), 'The management of intellectual property', UBSPD.