BIBLIOGRAPHY

BOOKS


* Britanica Junior Encyclopedia.


* Dinkr Pagare, Business Management, Sultan Chand and sons, New Delhi, 1990.


* Kumar, S., Social Survey of Research Methods and Techniques, New Heights, New Delhi, 1982-83.


* Philip Kotler, Marketing Management (Analysis Planning and Control), Practice Hall of India Ltd., New Delhi, 1974.


* Hand-out issued at the 'Save Magnesite Industry Conference', Salem, (17.10.93.)


