

REFERENCES

- Thompson, Arthur A.Jr. and Strickland III, A.J, 2004, "*Strategic Management: concepts and cases*", Mc Graw Hill, New York.
- Churchill, Gilbert. A,Jr. and Iacobucci, D, 2005, "*Marketing Research: Methodological Foundations, 9e*", Thomson, Ohio.
- Gibson, J.L, Ivancevich, J.M, Donnelly, J.H, Konopaske, R., 2006, "Organizations behavior structure processes", Mc Graw Hill, new York. pg. 290-291.
- Solomon, M.R, 2004, "*Consumer Behavior;Buying,Having, and Being*", Pearson Education International,New Jersey.
- Lynch, R, 2006, "*Corporate Strategy*", Pearson Education, England.
- Ebert, R.J. and Griffin, R.W, 2005, "*Business Essentials*",Pearson Education International, New Jersey.
- Laudon, K.C. and Laudon J.P, "*Management Information Systems: Managing the Digital Firm 8th Edition*", Pearson Prentice Hall, New Jersey. p.g. 416-420.
- Kotler, P. and Armstrong, G., 2006, "*Principle of Marketing*",Pearson Education International Edition, New Jersey.p.g. 147-151.
- Kotler, P. and Armstrong, G., 2006, "*Principle of Marketing*",Pearson Education International Edition, New Jersey.pg. 13-15.
- Kotler, P. and Keller, K.L., 2006, "*Marketing Management 12e*", Pearson Education Inc., New Jersey.
- Sekaran, U , 2003, "*Research Methods for Business*",John and Wiley & Sons, Inc., New Jersey.
- Warren, A., Friedlob G.T, Plewa F.J, Barrie, F., 1996, "*Understanding Return on Investement*", John Wiley and Sons.p.g 10.
- Zeithaml, V.A., Parasuraman, A. and Berry, L.L., 1990, "*Delivering Quality Service: Balancing Customer Perceptions and Expectations*",The Free Press, New York.pg. 26, pg. 181-184.
- Zeithaml, V.A. 1988, "*Consumer Perception of Price, Quality and Value: A Means-End Model and Synthesis of Evidence*",*Journal of Marketing*.