



BIBLIOGRAPHY

Kalyanam , Kirthi, Shelby McIntyre. “The E-Marketing Mix: A Contribution of the E-Tailing Wars.” *Journal of the Academy of Marketing Science* 30 (2002): 487-499. *SAGE Publications*. Web.13 April 2015

Kotler, Philip, Gary Amstrong. *Principle of Marketing 14th Edition*. New Jersey: Prentice-Hall, Inc, 2006. Web.24 March 2015

Kotler, Philip. *Marketin Management Marketing*. New Delhi: Prentice-Hall of India. 1985. Print.

Kotler, Philip. *Marketing Management, Millenium Edition*. New Jersey: Prentice-Hall, Inc, 2000. Web.10 April 2015

Singh, Meera. “Marketing Mix of 4P’S for Competitive Advantage.” *IOSR Journal of Business and Management*. www.iosrjournals.org.2012. Web.13 April 2015

www.business.qld.gov.au “Five Ps Marketing”. Web.24 March 2015

www.notredameonline.com “How to Develop an Effective Marketing Plan”.Web. 21 April 2015

www.purelybranded.com”The Four Ps of Marketing”.Web.9 August 2015