BIBLIOGRAPHY

- Asaf Asher (Dr), The Fourth Revolution, Containerization International,
 December, 1999.
- 2. Cyril Huges, Dictionary of Marine Technology, London, 1997
- 3. Clarkson's Report, 2000 on World Trade
- 4. Chaterjee B. K., Marketing Management A Financial emphasis, 3rd edition, 1998.
- Cheekland, P.B. (1981) Systems Thinking, Systems Practice. Wiley,
 Chichester, Sussex.
- 6. Cook, S (1995) Practical benchmarking a managers' guide to creating a competitive advantage.
- 7. Church, A. H. and Burke, W W Reflections on Research. An introspective look into the process and outcome of studying values. Organisation Development Journal, Vol.12, No.3, 1994.
- De george R.T (1987) "The status of Business Ethics: Past and Future",
 Journal of Business Ethics, Volume 6, 201-211.
- 9. Dickens, C "Hard Times" penguin Edition 1987.
- 10. Eden, C (1989) Using Cognitive mapping for strategic options development and analysis (SODA).
- 11 Eric Almguist and Andrew Pierce, 'Customer knowledge & business Strategy',
 Marketing Research, March, 2000.
- Forsyth Patrick, Everything you need to know about Marketing, 1999
- Grosdidier De Maton J. 1997. Public Port Administration and Private Sector Intervention in Ports and the Port Industry, World Bank.

- 14. Gutman, J (1982), "A means-end model based on Consumer Categorisation Processes", Journal of Marketing, 46, PP.60-72.
- 15. Gray J (1998) False Dawn The Delusions of Global Capitalism, Granta Publications, London.
- 16. Juel, Marc H., Senior Port Specialist, The World Bank at 10th Annual Australian Summit December, 1998 paper presentation on Globalisation, Privatisation and Restructuring of Ports.
- J-B.E.M Steenkamp, and M.Wedel (1999) "International Market segmentation based on Consumer Product Relations", Journal of Marketing Research, 36 (February), 1-17.
- Johnson, James C, and Wood, Donald F. (1993) "Contemporary Logistics",
 published by the Macmillan publishing Company,866 Third Avenue, New York, USA.
- Kennedy, C (1991) Guide to the Management Gurus, Century Business,
 London.
- Kinnear, Th. C and Taylor, J R Marketing Research : an applied approach,
 McGraw, 1987
- 21. Kotler, Philip, Marketing Management : analysis, planning, implementation and control, 6th edition, Prentice-Hall, 1988.
- 22. Leavitt Theodare, The marketing imagination, New York, 1983.
- 23. Levin Richard I., Statistics for Management, 4th edition, The university of North Carolina, Chapel Hill, Prentice Hall of India P. Ltd , 1989.
- 24. Leitko, T. A. and Szczerbarya, D. Why traditional OD strategies fail in professional bureaucracies? organisation Dynamics, Winter, 1987, 52-65.
- Linda Lee and Demise Hayes, 'Creating a Marketing Plan' 2001.

- 26. Martin Stopford, Maritime Economics, Routledge, London, 1997
- 27. Moon Youngme, Harvard Business Review, May-June, 1999.
- 28. Morris Sebastin, India Infrastructure Report, 2001, Issues in regulation and market infrastructure, Oxford University Press.
- 29. Marco Vriens, Frenkel Ter, Hefstede, 'Linking Attributes, Benefits and Consumers Values, Marketing Research, October, 2000.
- Nonaka, I & Takeuchi, H (1995) "The knowledge creating company" Oxford
 University Press
- 31. Pati Debashis, Marketing Research, Universities Press (India) Pvt. Ltd., 2002
- 32. Porter, M. E. Competitive advantage : creating and sustaining superior performance, New York, Collier Mac., 1985
- 33. Prahlad C. K (Prof.), The Future of Competition, 2004.
- 34. Regar, R.K; Gustafson, L.T; Demarie, S M & Mullane, JV (1994) "Reframing the Organisation: why implementing total Quality is easier said than done" Academy of Management Review, Vol.19, Issue-3, PP 565-585
- Ring land, G (1998) "Scenario Planning: Managing for the future" Wiley.
- 36. R Luker & P Townroe, a white paper on 'Preparing for the single market',
 1998 The Centre for Regional Economic and Social Research Sheffield,
 U.K. publication
- Roland T. Rust, Anthony J. Zahorik and Timothy L. Keiningham, International Student Edition Service Marketing.
- 38. Slywotzky, Adrian and David Morrison (1999), Profit Patterns : 30 ways to Anticipate and Profit from strategic forces reshaping your business. New York, Random House

- Schwartz, Shalom H. (1992), "Universals in the Content and Structure of Values – Theoretical Advances and Empirical Tests in 20 Countries" Advances in Experimental Social Psychology, 25, 1-65
- 40. Sennett, R (1998), "The Corrosion of character", Norton & Co., London.
- 41. Schultz, Don E, 'It is now time to change marketing's name', Marketing News, October, 2001.
- 42. Sheth Jagdish (Prof.), The Rule of Three Surviving and Thriving in competitive markets, Emory University, 2001.
- 43. Timothy R. V. Foster, 101 ways to Boost Customer satisfaction, 2001
- Terpstra & Lloyd C. Russow, Vern, International Dimensions of Marketing,
 South-Western-Thomson Learning, 1999.
- 45. Urban, G. L. and J. R. Hasuer, design and marketing of new products.

 Englewood Cliffs, New Jersey, Prentice-Hall, 1980.
- W. Behrens and P.M. Hawranek, Manual for the preparation of Industrial Feasibility Studies, UNIDO publication, Vienna, 1991.
- Wehner Sherrie E, '10 things to know about customers loyalty, the rules have changed', special report, Marketing News, December 2000
- 48. Wareham, J & Geritts, H (1999) "Detextualising competence: Can business best practice be bundled and sold? European Management Journal, Volume17, Issue-1, PP 39-49.
- 49. Watson, G H (1993) "Strategic Benchmarking: how to rate your company's performance against the world's best", wiley.
- World Bank 1995, Bureaucrats in Business . The Economics and Polities of Government Ownership.

- 51. "Asia-Pacific Transport and Logistics'94 Conference", 28-30 Nov,1994, organised by the Chartered Institute of Transport, Singapore.
- 52. "Singapore-International Business Hub"; 1994 published by the Economic Development Board (EDB), Singapore.
- 53. 22nd World Ports Conference May,2001, Montreal, Canada. Organised by IAPH.
- 54. Major Ports of India A Profile 1999-2000 published by Indian Ports Association.
- 55. The Economics Times Shipping Directory West Coast 2000.
- 56. Annual Reports & Marketing Brochures of ports.
- 57. Report on "Vision 2010" on Infrastructure Gujarat.
- 58. Conference papers presented at International Conference held in India, "Opportunities and Options Indian Ports 2000"
- 59. India Port Report (10 years of reforms and challenges ahead), 2003.
- 60. World Bank Port reform Toolkit, World Bank
- 61. A paper on "Regional Shipping and Port Development Strategies" Economic and Social Commission for Asia and Pacific United Nations, 2001.
- 62. Perspective Plan for Indian Port Sector Vision 2020. Volume I & II, RITES Ltd., Ministry of Shipping, GOI, April, 2001.
- 63. Port Development Gujarat (PODEG), Helicopter Assessment, 2001 Gujarat Maritime Board & Ministry of Transport, Public Works & Water Management, Netherlands Government.
- 64. Developing Best Practice for promoting private sector investment in infrastructure Ports, Asian Development Bank, 2000.

- 65. Country Profile India, United Nations Economic & Social Council for Asia Pacific, 2001.
- 66. Indian Shipping Statistics 1999. Transport Research Wing, Ministry of surface Transport, GOI, May, 2000.
- 67. Marketing of Services Concepts and Applications, School of Management,
 Indira Gandhi National Open University, 1993.
- 68. 'Making customer relationship Management work' knowledge, Wharton School of Business, July 03, 2001.
- Global competitiveness (India can do it), a theme book published at National

 Management Convention held in September, 2000 by All India Management

 Association
- 70. Important internet Websites:
 - 1. www.marketingpower.com,
 - 2. www.imaritime.com,
 - 3. www.marketing research com
 - 4. www gcptcl.com
 - 5. www cargosystems.net

71. Periodic journals:

- 1. The Link, Cargo & Logistics Journal
- 2 The Link, Global Trade & Freight Review
- Cargo Systems, published at London by ICHCA International Limited,
 London.
- 4. Indian Infrastructure
- 5. Maritime Monitor I-Maritime, India