

.

•

.

.

BIBLIOGRAPHY

- Aaker, D. (1982) Modeling advertising sales relationships involving feedback: a time series analysis of six cereal brands, Journal of Marketing Research, 19: 116-125.
- Ambler, T. and Styles, C. (2000) Viewpoint The future of relational research in international marketing: constructs and conduits, International Marketing Review, 17(6): 492-508.
- 3. American Public Media (2005) The Coming Wave of Spam, Viruses and Phishing Attacks from Chain:
- 4. Anonymous (2003) Spam gets dangerous; Beware 'brand spoofing,' in which a spammer disguises e-mail to make it appear as if it's from a trusted company in order to extract personal information", InformationWeek, July 8, 2003
- 5. Ardite S C (2003) Spam and brand spoofing, Information Today Oct 2003, 20(9):17-18.
- Ardito, S. C. (2003) "Spam and Brand Spoofing", INFORMATION TODAY, VOL 20; PART 9, pages 17
- Barker, M.J. (1999) Editorial, Journal of Marketing Management, 15: 211-214.
- 8. Barnes, J.G. (1994) Close to the customer: But is it really a relationship?, Journal of Marketing Management, 10: 561-570.

- Barry, T.E. (2002) In defense of the hierarchy of effects: A rejoinder to Weilbacher, Journal of Advertising Research, 42(3): 44-47.
- Barry, T.E. and Howard, D.J. (1990) A review and critique of the hierarchy of effects in advertising, International Journal of Advertising, 9: 121-35.
- Bass, F.M. (1969) A simultaneous equation regression study of advertising and sales of cigarettes, Journal of Marketing Research, 6: 291-300.
- 12. Bass, F.M. and Clarke, D.J. (1972) Testing distributed lag models of advertising effect, Journal of Marketing Research, 9: 298-308.
- 13. Bass, F.M. and Leone, R.P. (1983) Temporal aggregation, the data interval bias and empirical estimation of bimonthly relations from annual data, Management Science, 29: 1-11.
- 14. BBC (2005) Illegal and in your Inbox:
- Bendapudi, N. and Berry, L.L. (1997) Customers' motivations for maintaining relationships with service provider, Journal of Retailing, 73(1): 15-37.
- Benton, T. and Craib, I. (2001) Philosophy of Social Science: The Philosophical Foundations of Social Thought. Basingstoke, Hampshire: Palgrave.
- Berry, L.L. (2002) Relationship marketing of services: Growing interest, emerging perspectives, in Sheth, J.N. and Parvatiyar, A. Handbook of Relationship Marketing. Thousand Oaks, CA: Sage.

- Bhattacharya, C.B. and Bolton, R.N. (2000) Relationship marketing in mass markets, in Sheth, J.N. and Parvatiyar, A. Handbook of Relationship Marketing. Thousand Oaks, CA: Sage.
- 19. Bhide, Amar, How Entrepreneurs Craft Strategies That Work, Harvard Business Review, March-April 1994, pp. 150-160.
- Blattberg, R.C. and Jeuland, A.P. (1981) A micro-modeling approach to investigate the advertising-sales relationship, Management Science, 27: 988-1005.
- 21. Blois, K.J. (1997) When is a relationship a relationship?, in Gemunden, H.G., Rittert, T., and Walter, A. Relationships and Networks in International Markets. Oxford: Elsevier.
- 22. Borden, N. (1964) The concept of the marketing mix, Journal of Advertising Research, June: 2-7.
- 23. Bosmans, A. (2002) Affective persuasive communication: Multiple roles of affect in persuading the consumer, Unpublished Doctoral Dissertation. Belgium: Ghent University.
- 24. Boyarski, J.R., Fishman, R.M., Josephberg, K., Linn, J, Pollock, J.& Victoriano, J. (2002)
- Brennan, R. (1997) Buyer/supplier partnering in British industry: The automotive and telecommunications sectors, Journal of Marketing Management, 13(8): 758-776.
- 26. Brennen, R. and Turnbull, P.W. (2001) Sophistry, relevance and technology transfer in management research: an IMP perspective, Middlesex University Business School, from Egan

(2002) Relationship Marketing: Exploring Relational Strategies in Marketing, 2nd ed. Harlow, Essex: Prentice Hall

- Bryman, A. (2004) Social Research Methods, 2nd ed. Oxford: Oxford University Press.
- 28. Bund-Jackson, B. (1985) Build customer relationships that last, Harvard Business Review, November/December: 120-128.
- 29. Buttle, F.B. (1996) Relationship Marketing Theory and Practice. London: Paul Chapman.
- 30. Buzzell, R.D., Are there 'Natural' Market Structures? *Journal of Marketing*, Vol. 45, No. 1, Winter 1981, pp.42-51.
- 31. Cerf, V.G. (2005) Spam, spim, and spit, Communications of the ACM, 48(4): 39-43.
- Chaffey, D. (2004) E-Business and E-Commerce Management,
 2nd ed. Harlow, Essex: Prentice Hall.
- Chaiken, S. (1980) Heuristic versus systematic information processing in the use of source versus message cues in persuasion, Journal of Personality and Social Psychology, 39: 752-766.
- 34. Chandler, A.D., Jr., *Strategy and Structure*, The MIT Press, Cambridge, mass., 1962.
- 35. Chaston, I. (1998) Evolving "new marketing" philosophies by merging existing concepts: Application of process within small high-technology firms, Journal of Marketing Management, 14: 273-291.

- 36. Chee, Chan Heng, Paradigm Shift, Paradigm Found? *Far Eastern Economic Review*, Vol. 157, No.47, 24 November 1994, p. 36.
- 37. Christopher, M. and Baker, S. (2000) Relationship marketing: Tapping the power of marketing in Cranfield School of Management, Marketing Management: A Relationship Marketing Perspective. Basingstoke: Macmillan.
- Christopher, M., Payne, A. and Ballantyne, D. (1991) Relationship Marketing. London: Butterworth Heinemann.
- 39. Cohen, S. (1997) Cyber jargon, Training & Development, 51(11):15
- Colley, R.H. (1961) Defining Advertising Goals and Measuring Advertising Results. New York, NY: Association of National Advertisers.
- 41. Collis, David, Corporate Advantage: Identifying and Exploiting Resources, Teaching Note 9-391-285, Harvard Business School, Massachusetts, 1991.
- 42. Cunningham, R.M. (1961) Customer loyalty to store and brand, Harvard Business Review, 39(6): 127-137.
- Dann, S.J. and Dann, S.M. (2001) Strategic Internet Marketing, Milton, Queensland: Wiley & Sons.
- 44. Davis Stan and Bill Davidson, 2020 Vision, Fireside Book, Simon & Schuster, New York, 1991.
- 45. Dawes, J. and Swailes, S. (1999) Retention sans frontiers: Issues for financial service retailers, International Journal of Bank Marketing, 17(1): 36-43.

- 46. Day, G.S., Market Driven Strategy, The Free Press, New York, 1990.
- De Pelsmacker, P., Geuene, M. and Van den Bergh, J. (2004) Marketing Communications: A European Perspective, 2nd ed. Harlow, UK: Pearson Education Limited.
- Denison, T. and Knox, S. (1993) Cashing in on loyal customers: the divi and the indemnity of retailers, in ESRC Seminar: Strategy Issues in Retailing, McGoldrick, P.J. and Davies, D. (eds), ICRS, Manchester, pp. 225-252.
- 49. Dholakia, P. (2001) Customer relationship management: The three myths of financial services CRM, Financial Services Marketing, 3(2): 40-41.
- 50. Dick, A.S. and Basu, K. (1994) Customer loyalty: toward an integrated conceptual framework, Journal of the Academy of Marketing Science, 22(2): 99-113.
- 51. Doyle, P. (1998) Marketing Management and Strategy. London: Prentice Hall.
- 52. DTI (2004) Memorandum of Understanding (MoU):
- 53. Dwyer, F.R., Schurr, P.H. and Oh, S. (1987) Developing buyerseller relationships, Journal of Marketing, 51: 11-27.
- 54. East, R.(2000) Fact and fallacy in retention marketing, Professorial Inaugural Lecture, 1 March: Kingston University Business School, in Egan, J. (2002) Relationship Marketing: Exploring Relational Strategies in Marketing. Harlow, Essex: Prentice Hall.

- 55. Engel, J.F., Blackwell, R.D. and Kollatt, D.T. (1978) Consumer Behaviour, 3rd ed. Insdale, IL: Dryden Press.
- 56. Europa (2005) Directive 2002/58/EC of the European Parliament and the Council of 12 July 2002 Concerning the Processing of Personal Data and the Protection of Privacy in the Electronic Communications Sector:
- 57. Fader, P.S. and McAlister, L. (1990) An elimination by aspects model of consumer response to promotion calibrated on UPC scanner data, Journal of Marketing Research, 27: 322-332.
- 58. Fill, C. (2002) Marketing Communications: Contexts, Strategies and Applications, 3rd ed. Harlow, UK: Pearson Education Limited.
- 59. Forgas, J.P. (1995) Mood and judgement: The affect infusion model (AIM), Psychological Bulletin, 117(1): 39-66.
- 60. Fornell, C. (1992) A national customer satisfaction barometer: the Swedish Experience, Journal of Marketing, 56(1): 6-21.
- 61. Fornell, C. and Wernerfelt, B. (1997) A model for customer complaint management, Marketing Science, 7(3): 287-298.
- Fornell, C. and Wernerfelt, B. (1998) Defensive marketing strategy by customer complaint management: a theoretical analysis, Journal of Marketing Research, 24(4): 337-346.
- 63. Fournier, S., Dobscha, S. and Mick, D.G. (1998) Preventing the premature death of relationship marketing, Harvard Business Review, 76(1): 42-49.

- 64. Foxall, G. (1992) Consumer Psychology in Behavioural Perspective. London, UK: Routledge.
- 65. Friel, A.L. (2004) Privacy patchwork, Marketing Management, 13(6): 48-50.
- 66. Garbarino, E. and Johnson, M.S. (1999) The different roles of satisfaction, trust and commitment in customer relationships, Journal of Marketing, 63(2): 70.
- Godin, S. (1999) Permission Marketing: Turning Strangers into Friends, and Friends into Customers. New York, NY: Simon & Schuster.
- 68. Godin, S. (2005) A Giant Step (Backwards):
- Gommans, M., Kirshnan, K.S. & Scheffold, K.B. (2001) From brand loyalty to e-loyalty: a conceptual framework, Journal of Economic and Social Research, 3(1): 43-58.
- Gordon, I.H. (1998) Relationship Marketing. Etobicoke, Ontario: Wiley & Sons.
- Gronroos, C. (1994a) From marketing mix to relationship marketing: Towards a paradigm shift in marketing, Management Decisions, 32(2): 4-20.
- Gronroos, C. (1994b) From marketing mix to relationship marketing: Towards a paradigm shift in marketing, Asia-Australia Marketing Journal, 2(1).

- 73. Gronroos, Christian, From Marketing-mix to Relationship Marketing: To-wards a Paradigm Shift in Marketing, *Management Decision*, Vol. 32, No.2, 1994, pp. 4-20, p. 73.
- 74. Grossman, R.P. (1998) Developing and managing effective customer relationships, Journal of Product and Brand Management, 7(1): 27-40.
- 75. Gruen, T.W.(2000) Membership customers and relationship marketing, in Sheth, J.N. and Parvatiyar, A. Handbook of Relationship Marketing. Thousand Oaks, CA: Sage.
- Guadagni, P. and Little, J.D.C. (1983) A logit model of brand choice calibrated on scanner data, Marketing Science, 3: 203-238.
- 77. Gummesson, E. (1994) Marketing relationship marketing operational, International Journal of Service Industry Management, 5: 5-20.
- Gummesson, E. (1997) Relationship marketing The Emperor's new clothes or a paradigm shift?, Marketing and Research Today, February: 53-60.
- 79. Gummesson, E. (1999) Total Relationship Marketing: Rethinking Marketing Management from 4Ps to 30Rs. Oxford: Butterworth Heinemann.
- 80. Hamel, G. and C.K. Prahalad, *Competing for the Future*, Harvard Business School Press, Boston, 1994.
- 81. Hamel, G. and C.K. Prahalad, Strategic Intent, *Harvard Business Review*, May-June 1989, pp.63-76.

- Hamel, G. and C.K. Prahalad, The Core Competence of the Corporation, *Harvard Business Review*, Vol. 68, No. 3, May-June 1990, pp. 79-91.
- 83. Hamel, G., Strategy As Revolution, Harvard Business Review, July-August 1996.
- Han, P.K. (2000) Optimize your email marketing campaigns, Marketing Management, 9(4): 50-53.
- Harker, M.J. (1999) Relationship marketing defined? AN examination of current relationship marketing definitions, Marketing Intelligence and Planning, 17(1): 13-20.
- Hennig-Thurau, T. (2000) Relationship quality and customer retention through strategic communication of customer skills, Journal of Marketing Management, 16: 55-79.
- 87. Hodges Jr, J.G. (2004) Spam and junk mail When will it ever end? Journal of Tax Practice Management, 3(1): 27-32.
- Hofacker, C. (2001) Internet Marketing, 3rd ed. New York, NY: Wiley.
- 89. Howard, J.A. and Sheth, J.N. (1969) The Theory of Buyer Behavior. New York, NY: Wiley.
- 90. Humby, C., Hunt, T. and Phillips, T. (2003) Scoring Points: How Tesco is Winning Customer Loyalty. London: Kogan Page.
- Intellectual Property & Technology Law Journal (2002) European authorities consider "cookies" and "spam", Intellectual Property & Technology Law Journal, 14(3): 30.

- 92. Interbrand (2001) "Effect of Email Fraud on Brand Image"
- 93. Jones, F. (1999) Spam: Unsolicited commercial email by any other name, Journal of Internet Law, 3(3): 1-8.
- 94. JULIAN STACEY (2005) "Spam"
- 95. Jurvetson, S. and Draper, T. (1997) Viral Marketing: http://hackvan.com/pub/stig/etext/viral-marketing.html [18 May 2005].
- 96. Kassarjian, Harold H., and Robertson, Thomas S., *Perspectives in Consumer Behaviour*, 3rd Edn, Scott, Foresman and Company, Glenview, Illinois, 1981.
- 97. Kelin, S-A. (2001) State regulation of unsolicited commercial email, Berkeley Technology Law Journal, 16(1): 435-35.
- Kinnard, S. (2002) Marketing with E-Mail: A Spam-Free Guide to Increasing Sales, Building Loyalty, and Increasing Awareness, 3rd ed. Gulf Breeze, FL: Maximum Press.
- Knox, S.D. and Denison, T.J. (2000) Store loyalty: its impact on retail revenue, Journal of Retailing and Consumer Services, 7(1): 33-45.
- 100. Kotler, P., Armstrong, G., Saunders, J. and Wong, V. (1999) Principles of Marketing: The European Edition, 2nd ed. Hemel Hempstead: Prentice Hall.
- 101. Kotler, Philip, *Marketing Management: Analysis, Panning and Control*, Prentice-Hall, Englewood Cliffs, NJ, 1990.
- 102. Kotler, Philip, *Marketing Management-Analysis, Planning and Control*, 5th Edn. Prentice-Hall of India, New Delhi, 1986, 00. 1-32.

- 103. Kotler, Philip, *Marketing Management-Analysis, Planning and Control*, 4th Edn, Prentice-Hall of India, New Delhi, 1986, pp. 121-160.
- 104. Kotler, Philip, *Principles of Marketing*, Prentice-Hall, Englewood Cliffs, NJ, 1967.
- 105. Krider, R.E. and Weinberg, C.B. (2000) Product perishability and multistore grocery shopping, Journal of Retailing and Consumer Services, 7(1): 1-18.
- 106. Kuhl and Beckmann, 1985
- 107. Kuhn, Thomas S., The Structure of Scientific Revolutions, International Ency-clopedia of Unified Sciences, Vol. 2, No. 2, 1970, The University of Chicago Press
- 108. Lattin, J.M. and Bucklin, R.E. (1989) Reference effects of price and promotion on brand choice behavior, Journal of Marketing Research, 26: 299-310.
- 109. Lavidge, R. and Steiner, G. (1961) A model for predictive measurements of advertising effectiveness, Journal of Marketing, October: 61.
- 110. Levitt, Theodore, Globalisation of Markets, *Harvard Business Review*, Boston, May-June 1993, pp. 1-12.
- 111. Mathew, Vinoo, Triple-faced, A&M, September 1990, pp. 26-29.
- 112. Mattsson, L.G. (1997) "Relationship marketing" and the "markets as networks approach" – A comparative analysis of two evolving streams of research, Journal of Marketing Management, 13(5): 447-61.

- 113. McCarthy E.J. (1978) Basic Marketing: A Managerial Approach, 6th ed. Homewood, IL: Irwin.
- 114. McGee, J. and H. Thomas, Strategic Groups: Theory, Research and Taxonomy, *Strategic Management Journal*, Vol. 7, March-April 1986, pp. 141-160.
- 115.McGoldrick, P. (2002) Retail Marketing, 2nd Ed. Maidenhead: McGraw-Hill Education.
- 116. McNeill Daniel and Paul Freiberger, *Fuzzy Logic*, Simon & Schuster, New York, 1993.
- 117. Micklethwait, J. and Woodridge, A. (1996) The Witch Doctors: What the Management Gurus are Saying. London: Heinemann.
- 118. Mintzberg, H., *The Structure of Organizations*, Prentice-Hall, Englewood Cliffs, NJ, 1979.
- 119. Mitchell, A. (1997) Evolution, Marketing Business, June: 37.
- 120. Mittal and Kamakura, 2001
- 121. Moller, K. and Halinen, A. (2000) Relationship marketing theory: Its roots and direction, Journal of Marketing Management, 16: 29-54.
- 122. Morgan, R.M. and Hunt, S.D. (1994) The commitment-trust theory of relationship marketing, Journal of Marketing, 58(3): 20-38.
- 123. Murphy, J.A. (1997) Customer loyalty and the art of satisfaction, FT Mastering. London: Financial Times.

- 124. Naude, P. and Holland, C. (1996) Business-to-business marketing, in Buttle, F. Relationship Marketing Theory and Practice. London: Paul Chapman.
- 125. Neslin, S.A. (1990) A market response model for coupon promotions, Marketing Science, 9: 125-145.
- 126. Neumeyer III, C.M. (2004) Rejecting the creation of a nationwide do-not-spam registry: Summary of US FTC report, Journal of Internet Law, 8(6): 21-23.
- 127. O'Malley, L. and Tynan, C. (2000) Relationship marketing in consumer markets: Rhetoric or reality? European Journal of Marketing, 34(7): 797-815.
- 128. Ohmae, Kenichi, *The Mind of the Strategist*, McGraw-Hill, New York, 1982.
- 129. Osborne Clark (2005) New UK Privacy Regulations Finally Published: http://www.marketinglaw.co.uk/open.asp?A=894 [Accessed 18 May 2005].
- 130. Packard, Vance, *The Hidden Persuaders*-A New Edition for the 1980s, Penguin, Harmondsworth, 1981.
- 131. Palmer, A.J. (1996) Relationship marketing: A universal paradigm or management fad? The Learning Organisation, 3(3): 18-25.
- 132. Palmer, A.J. (1998) Principles of Services Marketing. London: Kogan Page.
- 133. Palmer, A.J. (2001) Co-operation and collusion: Making the distinction in marketing relationships, Journal of Marketing

Management, 17(7/8): 761-784. Palmer, A.J. and Beggs, R. (1997) Loyalty programmes: Congruence of market structure and success, paper presented at the Academy of Marketing Conference, Manchester, UK, in Egan (2002) Relationship Marketing: Exploring Relational Strategies in Marketing. Harlow, Essex: Prentice Hall.

- 134. Papadopoulos, N., Trade Blocs and Marketing: Antecedents, Trends and Implications, *Journal of Global Marketing*, Vol. 5, No. 3, 1992, pp. 1-29.
- 135. Payne, A. (2000) Relationship marketing the UK perspective, in Sheth, J.N. and Parvatiyar, A. Handbook of Relationship Marketing. Thousand Oaks, CA: Sage.
- 136. Payne, A. and Frow, P. (1997) Relationship marketing: Key issues for the utilities sector, Journal of Marketing Management, 13(5): 463-477.
- 137. Payne, A., Christopher, M. and Peck, H. (1995) Relationship Marketing for Competitive Advantage: Winning and Keeping Customers. Oxford: Butterworth Heinemann.
- 138. Peters, T.J. (1988) Thriving on Chaos. New York: Alfred A Knopf.
- 139. Pink, S.W. (2002) State spam laws survive constitutional scrutiny, but should Congress enact a Federal Law? Journal of Internet Law, 5(10): 11-15.
- 140. Porcelli, N., Selby, S., Bagner, J. & Sonu, C. (2002) FTC settles first spam cases, Intellectual Property & Technology Law Journal, 14(4): 24-25.

- 141. Porter, M,E., Competitive Advantage: Creating and Sustaining Superior Performance, The Free Press, New York, 1985.
- 142. Porter, M,E., *Competitive Strategy*: Techniques for Analyzing Industries and Competitors, The Free Press, New York, 1980.
- 143. Pressey and Mathews, 1998
- 144. Rao, S.L., *Economic Reforms and Indian Markets*, Wheeler Publishing, New Delhi, 1994, p.188.
- 145. Rao, S.L., Marketing and Public Policy, *Economic and Political Weekly*, 27 February, 1988, pp. M.17-M.21.
- 146. Reichheld, F.F. (1996) The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value. Massachusetts, MA: Harvard Business School Press.
- 147. Reichheld, F.F. and Sasser, W.E. (1990) Zero defections: quality comes to services, Harvard Business Review, 68(5): 105-111.
- 148. Reichheld, F.F. and Schefter, P. (2000) E-loyalty: Your secret weapon on the Web, Harvard Business Review: 105-113.
- 149. Richardson, T. (2004) EU anti-spam laws are OK, The Register: http://www.theregister.co.uk/2004/01/23/eu_antispam_laws_are_ ok/ [Accessed 18 May 2005].
- 150. Riley, M., Wood, R.C., Clark, M.A., Wilkie, E., and Szivac, E. (2000). Researching and Writing Dissertations in Business and Management. UK: Thomson Learning.
- 151. Rodgers, Buck, *The IBM* Way, Harper and Row Publishers, New York, 1986, p. 121.

- 152. Rogers, E.M. (1961) Diffusions of Innovations. New York, NY: Free Press.
- 153. Rossiter, J.R. and Percy, L. (1997) Advertising and Promotion Management. New York, NY: McGraw-Hill.
- 154. Rousseau, D.M., Sitkin, S.B., Burt, R.S. and Camerer, C. (1998) Not so different after all: A cross discipline view of trust, Academy of Management Review, 23(3): 393-404.
- 155. Schnaars, Steven P., Magamistakes: Forecasting and the Myth of Rapid Technological Change, Free Press, New York, 1989.
- 156. Selnes, F. and Sallis, J. (2003) Promoting relationship learning, Journal of Marketing, 67(3): 80-96.
- 157. Sheth, J.N. and Parvatiyar, A. (1993) Relationship Marketing: Theory, Methods and Applications. Atlanta, GA: Atlanta Centre for Relationship Marketing.
- 158. Sheth, J.N. and Parvatiyar, A.J. (2000) Handbook of Relationship Marketing. Thousand Oaks, CA: Sage.
- 159. Sheth, J.N. and Sisodia, R.S. (1999) Revisiting marketing's lawlike generalizations, Journal of the Academy of Marketing Sciences, 17(1): 71-87.
- 160. Sinrod, E.J. and Reyna, J.W. (2000 The eye of the storm: The law of email, Part I, Journal of Internet Law, 3(8): 1-9.

- 161. Sirohi, N., McLaughlin, E.W. & Wittink, D.R. (1998) A model of consumer perceptions and store loyalty intentions for a supermarket retailer, Journal of Retailing, 74(2): 223-245.
- 162. Smith, P.R. and Taylor, J. (2004) Marketing Communications: An Integrated Approach, 4th ed. London, UK: Kogan Page.
- 163. Solomon, M.R. and Rabolt, N.J. (2004) Consumer Behavior in Fashion. Harlow, UK: Pearson Education Limited.
- 164. Spam Laws (2005) CAN-SPAM Act of 2003 (Pub. L. 108-187, S.877): http://www.spamlaws.com/federal/summ108.shtml#s877 [Accessed 18 May 2005].
- 165. Stalk, George, Philip Evans and Lawrence E. Shulmain, Competing on Capabilities: The New Rules of Corporate Strategy, *Harvard Business Review*, march-April 1992, pp. 57-69.
- 166. Stephen Cobb and Chey Cobb (2003) "The Multi-Billion Dollar Spam Threat. Spoofing, Phishing, and Online Identity Theft"
- 167. Stone and Jacobs, 2001
- 168. Storbacka, K., Strandvik, T. and Gronroos, C. (1994) Managing customer relations for profit: The dynamics of relationship quality, International Journal of Service Industry Management, 14: 235-250.
- 169. Strong, E.K. (1925) The Psychology of Selling. New York, NY: McGraw-Hill.
- 170. Swartz, N. (2005) 15 Nations Unite to Fight Spam, Information Management Journal, 39(1): 7-8.

- 171. Tate, R.S. (1961) The supermarket battle for store loyalty, Journal of Marketing, 25(6): 8-13.
- 172. Thomas S., The Structure of Scientific Revoluations, International Encyclopedia of Unified Sciences, Vol. 2, No. 2, 1970. The University of Chicago Press.
- 173. Treasury and Risk Management (2005) Junk e-mail costs U.S. \$21.5 billion, Treasury and Risk Management, 15(3): 13.
- 174. Uncles, M., Ehrenberg, A., & Hammond, K. (1995) Patterns of buyer behaviour: regularities, models and extensions, Marketing Science, 14(2): 71-78.
- 175. Vaughn, R. (1980) How advertising works: A planning model, Journal of Advertising Research, 20(5): 27-33.
- 176. Washington Times (2005) Spam Sources More Than 100,000 Per
 Hour: http://washingtontimes.com/upi-breaking/20050517042756-1125r.htm [18 May 2005].
- 177. Washington Times (2005) Spam Sources More Than 100,000 Per Hour:http://washingtontimes.com/upi-breaking/20050517-042756-1125r.htm [18 May 2005].
- 178. Webster, F.E., *Industrial Marketing Strategy*, John Wiley & Sons, New York, 1984.
- 179. Xavier, M.J., Concept of Business Strategy, *Indian Management*, Vol. 34, No. 5, May 1995, pp. 16-26.
- 180. Xavier, M.J., Environmental Forces-The Right Response, *The Hindu Business Line*, 2 March 1995a.

- 181. Xavier, M.J., Implications of Paradigm Shifts, Indian Management, Vol. 34, No. 2, August 1995b, pp. 47-54.
- 182. Xavier, M.J., Loyalty in the Market Place, *Deccan Herald*, 14 April 1992.
- 183. Xavier, M.J., Postures of Strategy, *Business Standard*, 1 May 1993, p. 4-Corporate World.
- 184. Xavier, M.J., Proactive Management-The Panchatantra Way, The Economic Times, New Delhi, 2 April 1992.
- 185. Xavier, M.J., Proc-active Management-The Panchatantra Way, *The Economic Times*, New Delhi, 2 April 1992.
- 186. Xaviwe, M.J., The Customer Within, *Management Review*, April-June 1996, pp. 67-75.
- 187.Ziliani, C. and Bellini, S. (2003) From loyalty cards to micromarketing strategies: where in Europe's retail industry heading? Journal of Targeting, Measurement and Analysis for Marketing, 12(3): 281-289.

Reference site:

- 1. www.coursework4you.co.uk/sprtcasec118.htm
- www.domainb.com/companies/companies_n/nestle_india/199909
 28nestle_india.html
- http://www.thehindubusinessline.com/2007/07/24/stories/2007072
 451531100.htm
- 4. indiaearnings.moneycontrol.com/sub_india/company_history.php ?sc_did=NI - 60k -
- 5. fmcgmarketers.blogspot.com/2007/12/chocolate-market-inindia.html - 22k --
- 6. fmcg marketers: destination for fmcg marketing this blog will updateyouwith different fmcg category trends, latest happenings in fmcg sector, especially in india. if you are interested in writing for fmcg marketers, do mail to nitin.blogger@gmail.com welcome to fmcg marketers portal
- 7. http://www.fmcgmarketers.com/
- 8. <u>http://www.mindtools.com/pages/article/newTMC_05.htm</u>
- http://europa.eu.int/eurlex/pri/en/oj/dat/2002/I_201/I_2012002073
 1en00370047.pdf [Accessed 18 May 2005].
- http://sethgodin.typepad.com/seths_blog/2002/05/ [Accessed 18 May 2005].

- http://www.bbc.co.uk/bbcthree/news/7oclocknews/features/spa mmers_21203.shtml [Accessed 18 May 2005].
- 12. http://www.berklix.com/~jhs/txt/spam.html [18 May 2005].
- 13. http://www.brandchannel.com/forum.asp?bd_id=62 [17 May 2005].
- 14. http://www.cobb.com/spam/billions.html [17 May 2005].
- http://www.dti.gov.uk/industries/ecommunications/directive_on_ privacy_electronic_communications_200258ec.html [Accessed 18 May 2005].
- 16. http://www.publicradio.org/columns/futuretense/2005/05/17.sht ml [Accessed 18 May 2005].