

BIBLIOGRAPHY

- Baye, Michael R. (2006). *Managerial Economics and Business Strategy*. 5th ed. McGraw-Hill International Editions.
- Bradley, Frank (2002). *International Marketing Strategy*. 4th ed. Prentice Hall.
- Besanko, David (2006) *Microeconomics*. 2nd Edition. John Wiley and Son
- David, F (2005). *Strategic Management*. New Jersey: Prentice Hall
- Dilworth, James B. (2002). *Operation Management*. 2nd ed. McGraw-Hill, Inc.
- Doole, Donald W. Robin Lowe, (2004). *International Marketing Strategy*. 4th edition. Thomas Learning
- Hilton, Ronald W. (2005). *Managerial Accounting*. 6th edition. McGraw-Hill
- Hursey, David. (1999). *Strategy & Planning: A Manager's Guide*. John Wiley & Sons Ltd
- J. P. Peter & J. C. Olson. (1996). *Consumer Behavior and Marketing Strategy*. McGraw-Hill Book Company
- Kotler, Philip. (1997). *Marketing Management*. 9th ed. Prentice-Hall Inc. New Jersey
- Lamb, Robert, Boyden (2000). *Competitive strategic management*. Englewood Cliffs, NJ: Prentice-Hall
- Lieberman MB, Montgomery DB. First-mover Advantages. *Strategic Manage J*; Special issue (summer)
- McKanna, R. (2006). *Relationship Marketing: Strategies for th Age of the Customer*. New York: Basic Books
- Meigs, Walter B. and Robert F, (1990). *Financial Accounting*. 4th ed. McGraw-Hill Book Company
- Mowen. J. C. (2005). *Consumer Behavior*. New Jersey: Prentice – Hall
- Porter, Michael E. (2007). *Competitive Advantage*. The Free Press: New York.
- Reicheld, F (1996). *The Loyalty Effect*. Harvard Business School Press, Boston
- Patrick R. Liles. (1974). *New Business Ventures and the Entrepreneur*. Homewood, Irwin