Bibliography
LIST OF ARTICLES -INTERNATIONAL JOURNALS


http://www.emeraldinsight.com/10.1108/14637150310496721

http://www.emeraldinsight.com/10.1108/09604520210442056


Gooding, N., “What is CRM: A Buzz word or an effective process? Article printed and dated 21/07/03 from CRM_Centreworld.com, located at http://www.crmcentreworld.com


http://www.emeraldinsight.com/10.1108/03090569610106626


http://www.emeraldinsight.com/10.1108/08876049510079853


http://www.emeraldinsight.com/10.1108/02652320010315325


http://www.emeraldinsight.com/10.1108/02652329610151340


http://www.emeraldinsight.com/10.1108/02634500510624147


http://proquest.umi.com/pqdweb?index=18&did=86066072&SrchMode=1&sid=1&Fmt=3&VInst=PROD&VType=PQD&RQT=309&VName=PQD&TS=1109289739&clientld=32045


**LIST OF ARTICLES - NATIONAL JOURNALS**


Kohli.S.S, “Human Resource Management and corporate governance: Challenges before Indian Banks”- (Speech by –Chairman & Managing


LIST OF BOOKS


Crosby, Lawrence L.A “Expanding some myths about Customer Relationship Management” (2002) Publisher: MCB UP LTD

http://www.emeraldinsight.com/10.1108/09604520210442056

Desatnick, R.L., "Managing to keep the customer" (1988), Houghton Mifflin, Boston, MA, USA, pp. 89-98.


Ferdinand Fournies, "Why customers don't do what you want them to do?" Tata McGraw Hill Edition (2003), New York, USA.


McDonald Oonagh and Keasey Kevin “The Future of Retail Banking in Europe”, (2003), John Willy & Sons Ltd., England.


REPORTS AND PAPER PRESENTATIONS


Scott Gingrich (CEO&CRM COACH), A Report for CRM Coach Institute on “The Nine Things that every CRM Consultant should know but fears to talk about”. Oct 2005
http://www.crm2day.com/library/EplFVllkAETMDLbfXb.php


http://jsr.sagepub.com/cgi/content/refs/9/2/195


Websites:

www.crmassist.com
www.destinationcrm.com
www.crm-forum.com
www.searchcrm.com
www.cpexchange.org
www.realmarket.com
www.crmguru.com
www.crmcommunity.com
www.ecrm.com
www.wiley.com
www.ft-ph.com
www.ama.com