## References

Abrahamson, Vickie, Meehan, Mary and Samuel, Larry., The Future ain't what it used to be, Riverhead Books, New York, A division of Penguin Putnam Inc., 1998.

Argyris, Chris and Schon, D., "Organizational Learning: A Theory-in-Action Perspective", Reading, Massachusetts: Addson-Wesley, 1978.

Carson, Rachel., Silent Spring, Houghton Mifflin, 1962.

Day, G. S., Market Driven Strategy, New York, The Free Press, 1990.

Ghoshal, Sumantra & Bartlett, Christopher, A., The Individualized Corporation: A Fundamentally New Approach to Management, New York, Harperbusiness, 1998.

Hamel, Gary & Prahald, C.K., Competing for the Future, Harvard Business School Press, 1995.

Hammer, Michael, and Champy, James., Reengineering the Corporation: A Manifesto for Business Revolution, New York, NY., Harper Business, 1993.

Jayakar, Pupul., Krishnamurti, A Biography, Penduin USA, Reprint Edition, pp. 255-256, 1996.

Kundera, Milan., Immortality (Translated from Czech by Peter Kussi), London, Faber and Faber Limited, 1991.

Moore, James F., The Death of Competition: Leadership and Strategy in the Age of Business Ecosystems, New York, NY, Harper Collins, 1996.

Ohmae, Kenichi., The Mind of the Strategist, New York: McGraw Hill, 1982.

Packard, Vance., The Hidden Persuaders, Longmans, Green, 1957.

Peppers, Don and Rogers, Martha., The One to One Future, New York, Doubleday, 1993.

Pfeffer, Jeffrey., "Six Dangerous Myths About Pay", Harvard Business Review, May-June, 1998.

Porter, M.E., Competitive Advantage: Creating and Sustaining Superior Performance, New York, The Free Press, 1985.

Senge, P.M., The Fifth Discipline - The art and practice of the learning organization, NewYork: Doubleday, 1990.

The Group of Lisbon, Limits to Competition, The MIT Press, 1996.

Xavier, M.J., "Concept of Business Strategy", Indian Management Io nal, Vol. 34, No. 5, May, pp. 16-26, 1995.