

References

- Abernathy, W.J. and Robert H. Hayes, *Managing Our Way to Economic Decline*, **HBR**, July-August 1980.
- Gray, D.H., *Uses and Misuses of Strategic Planning*, **HBR**, January - February 1986.
- Hemmermesh, R.G., *Making Planning Strategic*, **HBR**, July-August 1986.
- Hickman, C. and Michael A. Silva, *Creating Excellence*, London, Allen & Unwin, 1984.
- Hurst, D.K., "Why Strategic Management is Bankrupt", *Organisational Dynamics*, 1986.
- Keesing, D.B. and Sanjaya Lall, *Marketing Manufactured Exports from Developing Countries : Learning Sequences and Public Support in G.K. Helleiner ed. Trade Policy, Industrialization and Development : New Perspectives*, Oxford, Clarendon Press, 1992.
- Kotler, P., *Marketing Management : Analysis, Planning, Implementation and Control*, New Delhi, Prentice Hall, 1991.
- Lall, S., *Marketing Barriers facing Developing Country Manufactured Exporters*. London, *Journal of Development Studies*, July 1991.
- McNamee, P., *Strategic Planning and Marketing*, London, Heinemann, 1989.
- Porter, Michael E., *The Competitive Advantage of Nations*, London, MacMillan Free Press, 1990.
- Porter, M.E., *Competitive Advantage : Creating and Sustaining Superior Performance*, London, MacMillan Free Press, 1990.
- Porter, M.E. *Competitive Strategy*, London, MacMillan Free Press, 1980.
- Smith, J.G. *Business Strategy : An Introduction*. London, Basil Blackwell, 1985.
- Thompson, A.A., and A.J. Strickland, *Strategic Management : Concepts and Cases*, Homewood, Illinois, Irwin, 1990.
- Wortzel, L.H., and H.V. Wortzel, "Export Marketing Strategies for NIC and LDC-based Firms". *Columbia Journal of World Business*, Spring 1981.