References

- Aiyar, Sarita. and Popal, Tanvi. (April 2001). *WTO and Regional Trade Agreements*, **WTO Monthly Digest.**
- Barringer, Bruce., Ireland, Duane., (2007). Entrepreneurship. 2nd ed. Pearson Education.
- Birley, Sue. Muzyka, Daniel. (2000). Mastering Entrepreneurship. Pearson Education.
- Cateora & Graham, International Marketing
- Charan. D. Wadhwa, "Regional Blocs: Trade Opportunities For SAARC: Regional Cooperation and Development perspectives Problems Policies (ed) by Debendra Kumar Das (1993)) (Deep and Deep publications, Delhi)
- Desai Vasant. **Dynamics of Entrepreneurship.** Himalaya Publishing House.
- Drucker, Peter E. Innovation and Entrepreneurship Practice and Principles.
- FIEO, Ministry of Commerce, Govt. of India
- Ghuman, Ranjit Singh. and Madaan, Davinder Kumar. (1999). *Indo SAARC Trade Scenario : Emerging Trends and Trade Off,* Indian Economic Journal, vol.47 No. 3.
- Haas, R.W. Business Marketing A Managerial Approach.
- Hisrich, Robert, Entrepreneurship.
- http://www.dgciskol.nic.in / (DGCIS, Ministry of Commerce, KOLKATA).
- http://www.saarc-sec.org /(SAARC).
- Hupalo, Peter. Thinking Like An Entrepreneur. HCM Publishing.
- Joshi, R.M. International Marketing.

Risks and Rewards in Export Entrepreneurship from The Indian Sub Continent

- Jayatilleke S. Bandara. and Wusheng, Yu., "How Desirable is the South Asian Free Trade Area? **A Quantitative Economic Assessment** SJFI-Working paper No. 16/2001.
- Keller, Kotler. Marketing Management. 12th ed. Prentice Hall India.
- Kotler, P. & Armstrong, G. Principles of Marketing. Prentice Hall India.
- Lang, Jack. (2001). **The High Tech Entrepreneur's Handbook.** Pearson Education.
- McGrath, Rita Gunther. and MacMillan, Ian. The Entrepreneurial Mindset.
- Michael E. Porter, *The Competitive Advantage of Nations*.
- Panchamukhi, V.R.Rao, V.L., et.al, (1990) **"Economic Cooperation in the ASSRC Region: Potential, Constraints and Policies,"** in the Research and information System For The Non-aligned and other Developing Countries. nterest Publications 19A, Ansari Road, New Delhi.
- Pandey, G.N.A Complete Guide to Successful Entrepreneurship.
- Parks, Steve. (2006). How To Be an Entrepreneur. Pearson Education.
- *"Regional Trade Integration ; Modest Progress",* **South Asia Monitor,** No. 9 (May 1999)
- Southon, Mike., West, Chris. (2005). **Beerment Entrepreneur.** 2 nd ed. Pearson Education.