

## REFERENCES

1. Banting, P.M. & Ross, R.E., "The marketing mix: A Canadian perspective," *Journal of the Academy of Marketing Science*, vol. 1, no. 1, 1973.
2. Bitner, M.J., "The Evolution of the Services Marketing Mix and its Relationship to Service Quality," in *Service Quality: Multidisciplinary and Multinational Perspectives*, Brown, S.W., Gummesson, E., Edvardson, B. and Gustavsson, B. (eds), Lexington, Canada, 1991, pp 23-37.
3. Blythe, Jim (2009). *Key Concepts in Marketing*. Los Angeles: SAGE Publications Ltd.
4. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". *Marketing of Services*. American Marketing Association: 47–51.
5. Borden, N.H., "The Concept of the Marketing Mix," *Journal of Advertising Research*, 1964, pp 2-7 and reprinted in: Baker, M.J. (ed), *Marketing: Critical Perspectives on Business and Management*, Vol. 5, Routledge, 2001, pp 3-4 and available online at Google Books.
6. Charles Lamb, Joe Hair, Carl McDanie, *Essentials of Marketing*, Engaged Learning, Jan 1, 2011, Discuss the elements of the promotional mix.

7. Culliton, J. The Management of Marketing Costs, (Research Bulletin) Harvard University, (1948).
8. Constantinides, ., "The Marketing Mix Revisited: Towards the 21st Century Marketing," Journal of Marketing Management, vol. 22, 2006 pp. 407-438.
9. Dominici, G., "From Marketing Mix to E-Marketing Mix: A Literature Review," International Journal of Business and Management, vol. 9, no. 4. 2009, pp 17-24
10. Fisk, R.P., Brown, W. and Bitner, M.J., "Tracking the Evolution of Services Marketing Literature, Journal of Retailing, vol. 41, (April), 1993.
11. Groucutt, J. and Leadley, p., Marketing: Essential Principles, New Realities, <https://books.google.com/books?id=cd6Sjxu2lesC&pg=PA17>, Kogan Page, 2004 ISBN 978-0-7494-4114-2, p.17.
12. Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." Management decision 32.2 (1994): 4-20.
13. Hartley, K. and Rudelius, W., Marketing, The Core, 4th Ed., McGraw-Hill, 2001.
14. Harrell, Gilbert D. (2008). Marketing: Connecting with Customers. Chicago Education Press. p. 286. ISBN 9780979830402.

15. Hoffman, D., Bateson, J.E.G., Elliot, G. and Birch, S., Services Marketing: Concepts, Strategies and Cases, (Asia-Pacific ed.), Cengage, 2010, pp 226-274
16. Hunt, S.F. and Goolsby, J., "The Rise and Fall of the Functional Approach to Marketing: A Paradigm Displacement Perspective," (originally published in 1988), reprinted in: Review of Marketing Research: Special Issue - Marketing Legends, Vol. 1, Naresh K. Malhotra,(ed), Bingley, UK, Emerald, 2011.
17. Juran ,J.M., Quality Planning And Analysis, Identify the Customers, field performance, frontline customer contact in service industries, processing and resolution of customer complaints, Page 495, Pg.506-507,Pg. 516-517, published by Tata McGraw-Hills Publishing Company Limited, New Delhi, Reprint:1995. ISBN 0-07-462179-3.
18. Keelson, S.A., "The Evolution of the Marketing Concepts: Theoretically Different Roads Leading to Practically the Same Destination!" in Global Conference on Business and Finance Proceedings, Volume 7, Number 1, 2012, ISSN 1941-9589
19. Kotler, P., Marketing Management, (Millennium Edition), Custom Edition for University of Pheonix, Prentice Hall, 2000, p.
20. Kotler, Keller and Burton, 2009. Marketing Management, Pearson Education Australia: French Forest.

21. Louis Boone, David Kurtz, Cengage Learning, Jan 1, 2010, Elements of the promotional mix, Retrieved Aug. 26, 2014. Contemporary Marketing 2011 text book with Contemporary Marketing, 17th Edition by Louise E. Boone University of South Alabama David L. Kurtz University of Arkansas ISBN-10: 1305075366 | ISBN-13: 9781305075368 768 Pages © 2016 | Published.
22. Lovelock, Christopher; Wirtz, Jochen; Chatterjee, Jayanta, Services Marketing, designing the communications mix for services and distributing services, page: 119 to 139 and page 172 to 193 published by Dorling Kindersley (India) Pvt. Ltd. Licensees of Pearson Education in South Asia, 4<sup>th</sup> impression 2007. ISBN 81-7758-450-2.
23. McCarthy, E.J., Basic Marketing: A Managerial Approach Irwin, Homewood, Ill., 1960
24. McCarthy, Jerome E. (1964). Basic Marketing. A Managerial Approach. Homewood, IL: Irwin.
25. McLean, R. (October 19, 2002). The 4 C's versus the 4 P's of marketing.
26. Mullin, Roddy , Kogan Page Publishers, Apr 3, 2010, The Promotional Mix, Retrieved Aug. 26, 2014. Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work, Roddy

- Mullin, Kogan Page Publishers, Apr 3, 2010, The Promotional Mix,  
Retrieved Aug. 26, 2014.
27. Needham, Dave (1996). *Business for Higher Awards*. Oxford,  
England: Heinemann.
28. Ries, AL and Trout, Jack; "The 22 immutable laws of marketing", 1993,  
An imprint of Harper Collins Publishers India, ISBN 0-88730-592-X.
29. Shostack, G. L.. "Designing Services that Deliver", *Harvard Business  
Review* , vol. 62, no. 1, 1984, pp. 133–139
30. Solis, Brian (2011) *Engage!: The Complete Guide for Brands and  
Businesses to Build, Cultivate, and Measure Success in the New Web*,  
John Wiley & Sons, Inc. pp. 201–202.
31. Waterschoo; C. van den Bulte (1992). "The 4P Classification of the  
Marketing Mix Revisited". *Journal of Marketing*. 56 (4): 83–93.
32. Zeithaml, V. Bitner, M.J. and Gremler, D.D., *Services Marketing:  
Integrating Customer Focus Across the Firm*, (6th ed), New York:  
McGraw-Hill, 2013.

They are using different strategies to attract the customers of different sectors. In this report, a comparative study of various newspaper brands was done with special reference to Business Standard on the basis of the following parameters: Brand Awareness, Brand Preference, Editorial Quality, Customer Service Quality, Reliability, Quality of content/analysis, Layout and Design, News Coverage, Writing Style, Supplements.

1.2 Objectives of the Study

- To identify the target market for business dailies
- To estimate the newspaper brand preference among the target customers
- To study different business dailies on

7. Comparative Analysis of various Business Dailies with special reference to Business Standard

2. THEORETICAL

Comparative International Development & Development Education Centre (CIDEDEC) mandate is to promote excellence, collaboration, and innovation in comparative and international educational research at OISE. The CIDEDEC community includes over 50 faculty members, adjunct faculty, and visiting scholars.

The journal invites contributions providing innovative perspectives on the theory and practice of the study of comparative literature in all its aspects, including but not restricted to: theory and history of comparative literary studies; comparative studies of conventions, genres, themes and periods; reception studies; comparative gender studies; diasporas and the migration of culture from a literary perspective; and the theory and practice of.

A promotion strategy is defined by the plan and tactics you implement in your marketing plan to increase your product or service demand. Promotional strategies play a vital role in the marketing mix (product, price, placement, and promotion), and they revolve around:

- Target audience. Who you are selling for, and what are their interests;
- Budget. How much you are willing to invest in promotion;
- Plan of action. What strategy you are adopting to reach your objectives and make sales.

Chapter. PDF Available. A Comparative Study of Distribution and Promotion Strategies Used by U.S. Multinationals Versus Local Companies in Romania. January 1999. DOI: 10.1007/978-1-4615-5009-9\_12. In book: Marketing issues in Transitional Economies (pp.200 - 209).

The foreign multinational companies from developed countries also have more efficient distribution systems and more aggressively promote their products compared to the local companies (Manrai, Manrai, & Lascu, 1999). In addition, a large number of Turkish and Chinese retailers have also entered the CEE markets and primarily compete on low price basis (Manrai et al., 2000). Retailing in the Transition Economies of Poland and Romania: A Comparative Analysis. Article. Full-text available.