

References

1. Chatterjee, P. K., and Sharma, A. K., Engineering Consultancy–The New Paradigms, *Technology Trends*, VBS Marketing and Communications Pvt. Limited, Thane, Vol. 2, No. 7, July 2001, pp 57-58.
2. Cowell, Donald W., *The Marketing of Service*, Heinemann, London, 1984, p. 12.
3. Parasuraman, A., Zeithaml, Valarie A and Berry, Leonard L., A Conceptual Model of Service Quality Service and Its Implications for Future Research, *Journal of Marketing*, Vol 49, 1985, pp 41-50.
4. Das, Ranjan, *Strategic Management of Services: Framework and Cases*, Oxford University Press, Delhi, 1997, pp. 5- 6.
5. Carlzon, Jan, *Moment of Truth*, Ballinger Publishing Company, Cambridge, Mass 1987.
6. Gronross, Christian, *Strategic Management and Marketing in the Service Sector*, Marketing Science Institute, Boston, May 1983, Chapter 4, as cited in Leonard L Berry, Valarie A Zeithaml and A. Parasuraman, Quality Counts in Services Tool, in Christopher H. Lovelock, eds, *Managing Services: Marketing, Operations and Human Resources*, Prentice Hall International, London, 1988, p. 217.
7. Zeithaml, Valarie A, Parasuraman, A., and Berry, Leonard L., *Delivering Quality Service: Balancing Customer Perceptions and Expectations*, The Free Press, New York, 1990, pp. 15-34.
8. Parasuraman, A., Zeithaml, Valarie A., and Berry, Leonard L., *SERVQUAL: A Multiple Item Scale for measuring Consumer Perception of Service Quality*, *Journal of Retailing* 64, 1988, pp. 12-40.
9. Srinivasan, R., *Services Marketing: The Indian Context*, PHI Learning Pvt. Limited, 2012, p 126.
10. Booms, B. H. and Bitner, M. J., Marketing Strategies and Organisation Structure for Service Firms, in J. Donnelly and W. R. George, eds, *Marketing of Services*, American Marketing Association, Chicago, 1981.
11. Magrath, A. J., When Marketing Services 4Ps Are Not Enough, *Business Horizons*, Vol. 29, No. 3, May–June 1986, pp. 44-50.

12. Shostack, G. L., Breaking Free From Product Marketing, *Journal of Marketing*, Vol. 41, No. 2, 1977, pp. 73 –80.
13. Cowell, Donald W., *The Marketing of Services*, Heinemann, London, 1984, p. 243.
14. Judd, Vaughan C., Differentiate With the 5th P: People, *Industrial Marketing Management*, Elsevier Science Publishing Co. Inc. New York, Vol. 16, 1987, pp 241-247.
15. Agrawal, M. L., Managing Service Industries In The New Millennium, *Management and Labour Studies*, XLRI, Jamshedpur, India, Vol. 25, No. 2, April 2000, p. 103.
16. Drucker, Peter F., *The Practice of Management*, Harper and Row, Publishers, New York, 1954, p. 37.
17. Levitt, Theodore, Marketing Myopia, *Harvard Business Review*, July–Aug 1960, p. 81.
18. Peters, Thomas J., and Waterman, Robert H., *In Search of Excellence*, Harper and Row Publishers, New York, India Book Distributor, Mumbai, 1982, p. 156.
19. Gummesson, E., Marketing Orientation Revisited - The Crucial Role of the Part Time Marketers", *European Journal of Marketing*, 25 (2), 1991, pp. 60 – 74.
20. Chatterjee, P. K. and Prasad A, Customer Orientation in B2B Marketing - Making it Happen in Engineering Consultancy Sector, *Vikalpa*, Indian Institute of Management, Ahmedabad, Vol. 27, No. 1, 2002, January - March, pp. 35- 43.
21. Sasser, W. E. and Arbeit, S., Selling Jobs In the Service Sector, *Business Horizons*, Vol. 19, No. 3, June 1976, pp. 61-65.
22. Judd, Vaughan C, Differentiate With The 5th P - People, *Industrial Marketing Management*, Elsevier Science Publishing Co. Inc., New York, No. 16, 1987, pp. 241 – 247.
23. Stershic, Sybil F, Internal Marketing- Building Customer Satisfaction from the Inside Out, in Heilbrunn, Jeffrey. eds, *Marketing Encyclopedia : Issues and Trends Shaping the Future*, American Marketing Association, Chicago, NTC Business Books, Illinois, 1995, p. 102.
24. Bartlett, Christopher A, and Ghoshal, Sumantra, Building Competitive Advantage Through People, *MIT Sloan Management Review*, Vol. 43, No. 2, 2002 Winter, pp. 34-41.
25. Parasuraman, A, Services are Performance- Not Manufactured Products, *Strategic Marketing*, January – February, 2004, p 36.
26. Srinivasan R., *Services Marketing: The Indian Context*, PHI Learning Pvt. Ltd., 2012, p 99.

27. Xavier, M. J., *Strategic Marketing– A Guide for Developing Sustainable Competitive Advantage*, Response Books, New Delhi, 1999, pp. 188-190.
28. Zeithaml, Valarie A. and Bitner Mary J., *Services Marketing- Integrating Customer Focus Across the Firm*, Tata McGraw-Hill, New Delhi, 2001, pp. 15-16, 289.
29. Parasuraman, A., “Services are Performance- Not Manufactured Products”, *Strategic Marketing*, January – February, 2004, p 36.
30. Barnes, J. G., The Role of Internal Marketing : If the staff Won’t Buy it Why Should the customer ?, *Irish Marketing Review*, Vol 4 (2), 1989, pp. 11-21.
31. Greene, Walter E., Walls, Gart D., Schrest, Larry J., Internal Marketing, the Key to External Marketing Success, *The Journal of Services Marketing*, Vol 8, No. 4, 1984, pp. 5-13.
32. Kimura, Tatsuya, An Empirical Study into the Current State and Structure of Internal Marketing in Japanese Companies, 2011 2nd International Conference on Economics, Business and Management, IPEDR Vol. 22 (2011), IACSIT Press, Singapore, pp.77- 81.
33. Chatterjee, P.K., Strategic Issues in Internal Marketing- A case in Engineering Consultancy, *Rai Management Journal*, Vol.7, Issue 3, June 2009 p136.
34. Gronross, Christian, A Service Quality Model and its Marketing Implications, *European Journal of Marketing*, Vol. 18, No. 4, 1984, pp. 36-44.
35. Kotler, Philip and Keller, Kelvin L., *Marketing Management (15 e)*, Pearson Education Limited, Noida, 2017 p.265.
36. Kotler, Philip, *Kotler on Marketing : How to Create, Win and Dominate Markets*, New York, The Free Press, 1999.
37. Seybold, Patricia, *The Smart Manager*, *Financial Express*, New Delhi, August 7, 2003.
38. Porter, Michael E. (1980), *Competitive Strategy– Techniques for Analyzing Industries and Competitors*, New York, Free Press.
39. Whitney, J. O. (1996), Strategic Renewal for Business Units, *Harvard Business Review*, Vol. 74, July-August.
40. Chatterjee, P. K. and Prasad, A., Strategic Issues For KAM Implementation in Industrial Marketing, *Vision*, Management Development Institute, Gurgaon, Vol. 7, No. 2, July – December 2003, pp 28-29.
41. Wayland, R. E. & Cole, P. M. (1997), *Customer Connections : New Strategies for Growth*, Boston, Harvard Business School Press.

42. Chatterjee, P. K. and Prasad, A., Strategic Issues For KAM Implementation in Industrial Marketing, *Vision*, Management Development Institute, Gurgaon, Vol. 7, No. 2, July – December 2003, pp 29-30.
43. Porter, Michael E., *Competitive Advantage- Creating and Substituting Superior Performance*, Free Press, New York, 1985, pp. 5, 201.
44. Porter, Michael E., *Competitive Strategy– Techniques for Analysing Industries and Competitors*, Free Press, New York, 1980, p. 47.
45. Scanlon, Brian, *Marketing of Engineering Services*, Thomas Telford, London, 1988, p. 7-9.
46. Booms, B. H., and Bitner, M. J., Marketing Strategies and Organisation Structure for Service Firms, in Donnelly, J. and George, W.R., eds, *Marketing of Services*, American Marketing Association, Chicago, 1981.
47. Magrath, A. J., When Marketing Services 4Ps Are Not Enough, *Business Horizons*, Vol. 29, No. 3, May–June 1986, pp. 44-50.
48. Shostack, G. L., Breaking Free From Product Marketing, *Journal of Marketing*, Vol. 41, No. 2, 1977, pp. 73 –80.
49. Agrawal, M. L., Managing Service Industries In The New Millennium: Evidence is Everything, *Management and Labour Studies*, XLRI, Jamshedpur, Vol. 25, No. 2, April 2000, pp. 99- 114.
50. Shanker, Ravi, *Services Marketing– The Indian Experience*, South Asia Publications, New Delhi, 1998 pp. 18, 21-22, 32.
51. Levitt, Theodore, *Marketing For Business Growth*, McGraw Hill Inc., New York, 1974, pp. 2-24.
52. Morris, Michael H. and Calantone, Roger J., Four Components of Effective Pricing, *Industrial Marketing Management*, Elsevier Science Publishing Co. Inc., New York, 1990, Vol. 19, pp. 321 –329.
53. Shostack, G. L., Breaking Free From Product Marketing, *Journal of Marketing*, Vol. 41, No. 2, 1977, pp. 73 –80.
54. Payne, Adrian, *The Essence of Services Marketing*, Prentice Hall India Limited, New Delhi, 1995, p. 22, 33, 168.