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1. Allstate
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3. American Express
4. Anheuser-Busch, Inc.
5. Bed Bath & Beyond
6. Circuit City
7. Costco
8. Dell
9. Dollar Tree Stores
10. FedEx
11. Ford
12. Home Depot
13. International Paper
14. Jack in the Box
15. Kroger
16. Lands' End
17. Southwest Airlines
18. Starbucks
19. Wal-Mart
20. Yum Brands
21. Arvind Mills
22. Bata India
23. American Express
24. Dr. Reddy's Laboratories
25. Larsen & Toubro Ltd.
26. Airports Authority Of India
27. Anupam PVR
28. Indraprastha Apollo Hospitals Ltd
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30. Apple, 1998 : The Second Coming
31. AVON Products
32. Corporate Planning At Sail, 1989-93
33. De Beers
34. IMD, 1999
35. IMD, 2001
36. Phoolan Devi
37. State Bank of India, 1981
38. Tirumala Tirupati Devasthanamsi
39. Titan Watches, 1997
40. The R.M.S. Titanic
41. Allstate
42. FedEx
43. Kroger
44. Larsen & Toubro Ltd.

## SELECT REFERENCES AND BIBLIOGRAPHY