## BIBLIOGRAPHY

• Kotler, P and Kevin, Marketing Management 12th edition.

New Jersey: Pearson,2007

- Kotler, Philip. <u>Principals of Marketing European edition.</u>2002
  <u>http://www.scribd.com.</u>
- cash flow.InvestorWords.com.Retrieved, July 2008, from InvestorWords.com

http://www.investorwords.co,/768/cash\_flow.html

 cash inflow.InvestorWords.com.Retrieved, July 2008, from InvestorWords.com

http://www.investorwords.co,/768/cash\_flow.html