

LIST OF REFERENCES

- Armstrong, G., Kotler, P., Cunningham, P., & Mitchell, P. (2004). *Marketing an Introduction* (Canadian ed.). Toronto: Prentice-Hall.
- Beckman, D., Kurtz, D., & Bonne, L. (2000). *Foundations of Marketing*. (4th Canadian ed.) Ontario: Holt Rinehart & Winston.
- Boston Consulting Group. (2005). *Souvenirs, Gift & Novelties Magazine Special Report August/September*, Retrieved February 15, 2007 from EBSCO Host Database.
- Burden, Amanda M. (2006) *New York City Population Projections 2000-2030*. Retrieved February 19, 2007 from <http://www.nyc.gov/html/dcp>.
- Bureau of Labor Statistics, U.S. Department of Labor. (2007, February) *Average Weekly Wage in Manhattan at \$1,453 in Second Quarter 2006*., Retrieved on February 21, 2007 from <http://www.bls.gov/cew>.
- Cangelosi, Vincent. (2006, July). *Strategic Planning: Vital Function of Management*. Retrieved March 17, 2007 from EBSCO Host Database.
- Clancy, K., & Krieg, P. (2000). *Counterintuitive Marketing: how great results come from uncommon sense*. New York: The Free Press.
- Dirks & Daniel (1991). *Advertising & promotion: an integrated marketing communications perspective*. (3rd Canadian ed.). Ontario: McGraw-Hill Ryerson.
- Drucker, F. Peter. (1946). *The concept of the corporation*. New York: Transaction Publishers.
- Eurostat, (2005). *2005 EU Market survey for gifts and decorative articles*. Retrieved, 2006 from Eurostat Database.
- Eisenhower, Dwight. (1957). *A speech to the National Defense Executive Reserve Conference in Washington, D.C.* Retrieved January 29, 2007 from http://www.quotationspage.com/quotes/Dwight_D._Eisenhower

- Hofer, C., & Schendel, D. (1978). *Strategy formulation: analytical concepts*. St. Paul, MN: West.
- Market Research Database. (2000) *Packaged Facts; Home Fragrances*. Retrieved March 15, 2007 from Market Research Database.
- Mullins, J., Walker, O., Jr., Boyd, H., Jr., & Larréché, J. (2002). *Marketing Management: a strategic decision-making approach*. (5th ed.). Boston: McGraw-Hill.
- National Candle Association. (2006). *Candle Industry Facts*. Retrieved March 28, 2007, from <http://www.candles.org>
- National Candle Association. (2006). *Fragrance Foundation Trends Report Spring / Summer 2006*. Retrieved March 15, 2007, from <http://www.candles.org>
- Netscribes. (2004, June). *The US Market for Home Fragrances and Decorative Elements*. New York: Packaged Facts.
- Paley, Norton. (2000). *How to develop a strategic marketing plan*. Washington, D.C.: St Lucie Press.
- Parker, Philip. (2005). *The 2006-2011 World Outlook for Decorative Candles*. Singapore: ICON Group International.
- Pride, W., & Ferrell, O. (1995). *Marketing: Concepts and strategy*. Boston: Houghton Mifflin.
- Unity Marketing. (2005) *Unity Marketing Study Shows **Candle** Market Becoming More Consolidated as Consumers Turn to Mass Merchants*. Retrieved February 28, 2007 from <http://www.unitymarketingonline.com>
- ReferenceUSA Database of Business. (2007). *Decorative Market Manufacturers in the U.S.* Retrieved March 02, 2007 from ReferenceUSA Database.
- World Bank. (2006). Statistics retrieved Jan. 19, 2007, from World Development Indicators Online (WDI).