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	<p>ISBN Book Chapter Publications</p> <ul style="list-style-type: none"> • A paper titled 'Relationship Marketing' is included in the book <i>Managing Customer Relationships in Service Industries.</i>, by Panda, Tapan K., & Nargundkar, R. Publisher: Excel Books, New Delhi ISBN: 8174464123 • A paper titled 'Approaches for Effective Consumer Education' is included in the book <i>Consumer Protection – Perception for Intervention</i>, by Dr. A Arockiyasamy. Publisher: Vijay Nicole Imprints Private Limited, Chennai ISBN: 978-81-8209-028-6
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