References

Cook, D., **"Tradition and Critique",** Telos Press, 1994.

Dhal S., **"Cross Cultural advertising research: What do we know about the influence of culture on advertising",** Middlesex University, London, n.d.

Gross, D., **"More on Traditions"**, Telos Press, 1997

Hofstede G., **"Culture's Consequences",** Sage Publications, 2001

Keller, K. L., **"Strategic Brand Management: Building, Measuring, and Managing Brand Equity",** Prentice Hall, 1998.

Kotler, P., **"Marketing Management",** Prentice Hall of India private Limited, 1997 and 2003.

Kumar, N., **"The Communication Process: Marketing Communications - Theory and Practice",** Himalaya Publishing House, 1998.

Liyanage, U., **"Profiling the Sri Lankan Consumer: Multiple Portraits and Manifest Patterns",** Postgraduate Institute of Management, 2003.

Nanayakkara, G., **"Culture and Management in Sri Lanka",** Postgraduate Institute of Management, 1998.

Zhang, Y., Neelankavil, P., "The influence of culture on advertising effectiveness in China and the USA: A cross- cultural study", **European Journal of Marketing**, 31(2), pp. 134-149, 1997