

References

1. Adapted from Harper W. Boyed, Jr. and J. Levy, "New Dimension in Consumer Analysis," *Harvard Business Review* (November-December 1963).
2. Airred R. Oxenfeldt, *Executive Action in Marketing* (Belmont, Calif.: Wadsworth Publishing Company).
3. Berkowitz Kerin, Hartley Rudelius, *Marketing*, 4th ed. U.S.A library of Congress, 1994.
4. Burton Marcus and Others, *Modern Making*, 1975, Random House, New York.
5. Charles Fombrum, *Strategic Human Resources Management*, 1984, Canada.
6. Charles Fombrun and Others, *Strategic HR-management*, copyright 1984, Brisbane Tronto- Singapore.
7. David G. Moore, *Marketing Orientation and Emerging Patterns of Management and Organization*, in Eugene J. Kelly and William Lazer, eds., *Managerial Marketing: Perspectives and Viewpoints* (Homewood, Ill.: Richard D. Irwin, 1957)
8. David W. Miller and Martin K. Starr, *Executive Decisions and Operations Research* (Englewood Cliffs, N.J.: Prentice-Hall, 1960).
9. Ilham Hamed Harran, *Planning and development directorate Jun*, 2000.
10. *Introduction, Annual Report 1989*, H.O. Khartoum.
11. Jamal Osman, *Planning and development directorate*, 20004. Khartoum.
12. Jay W. Forrester, "Advertising: A Problem in Industrial Dynamics," *Harvard Business Review* (March- April 1959).
13. Mevlvin Anshen, "Management Science in Marketing: Status and Prospects," *Management Science* (April 1956).
14. Noel M. Tichy, *Managine Strategic Change Technical, Political and Cultural dynamics* Brishester Brisbane, Trentonto Singapore.
15. Peter F. Drucker, "Long-Range Planning," *Management Science* (April 1959), P. 240.
16. *Planning and development directorate*, 2000.
17. *Report from web-side internet*, by Charles Ferton, *Company Industry*, 2002, U.S.A.
18. *Research and Development web-side*, University of Washington, Congress Library, 2001, Report.

19. Stephen Show, 1982- 1990, Airline Marketing and Management, Longman, Great British
20. Stephen Show, 1982, Airline Marketing and Management, 3rd ed. Longman, Great British.
21. Sudan Airways Company, Annual Report 1996, H.O. Khartoum.
22. Sudan Airways- H.Q- Khartoum, Quarter report, International Market share 2004.
23. Sudan Airways- Main Center- Khartoum- Annual report, 2000.
24. Sudan airways, Annual Report 1989, H.O. Khartoum.
25. Sudan Airways, Business Plan- H. Q- Khartoum, 2002.
26. Wore Alderson, "Theory and Practices of Market Planning," Cost and Profit Outlook, Vol. II, Nos. 7 and 8 (Philadelphia: Alderson Associates, July- August 1958).