Contents

Customer Relationship Management Practices of .................... 5 - 24
Life Insurance Corporation in Sivakasi

K Jegatheesan

Communicative English – A requirement for Management ............ 25 - 30
Students

Shanthi Shenoy S

A study on Smartphones brand preferences among the ............ 31 - 48
College students

Rajshree A and Malarvizhi A

Euphemism, The need of the hour - its routine ....................... 49 - 53
applicability in High Spirits

M Perundevi

A study on Data Mining Techniques used in Social ............... 54 - 61
Media Analysis

N Kanchana and T Sarathamani