BIBLIOGRAPHY

2. "Dorlands Medical Dictionary: antibacterial". Archived from the original on 2010-11-17.


8. Ames Gross. NEW TRENDS IN INDIA’S PHARMACEUTICAL MARKET, President, Pacific Bridge Inc. Report Date: 1999


44. Gatton Student Research Publication 2009; Vol 1. number 2.


51. Haritha Saranga & B.V.Phani. The Indian Pharmaceutical Industry – An Overview on Cost Efficiency using DEA.
53. Herbert Jack Rotfeld. Misplaced marketing “Mine is the blue one on the left”: function and dysfunction of pharmaceutical brand names. Journal of Consumer Marketing 2002; Volume: 19 Issue: 5; Viewpoint.
55. Hodges B. Interactions with the pharmaceutical industry: experiences and attitudes of psychiatry residents, interns and clerks. CMAJ 1995; 153: 553-559.
71. Indian Pharma Machinery Manufacturers Association, 2005.


86. Louis b. rice. Controlling antibiotic resistance in the ICU: Different bacteria, different strategies, Cleveland. Clinic journal of medicine 2003. Volume 70 • number 9


93. Marketing Management 12e by Philip Kotler and Kevin Lane Keller Published by Prentice Hall of India Private Ltd, Year-2005.


98. Methodology of Research in social Sciences by OR Krishnaswami and M. Ranganatham, Published by Himalaya Publishing House, Year-2005.


100. Michel G. Lurquin. Streamlining the supply chain in the pharmaceuticals industry. Logistics Information Management 1996; Volume: 9, Issue: 6; Case study.


106. Patrick G P, Charles and M Lindsay Grayson. The dearth of new antibiotic development: why we should be worried and what we can do about it. MJA 2004; Volume 181: Page 549–553.


121. Roughead EE, Harvey KJ, Gilbert AL. Commercial detailing techniques used by pharmaceutical representatives to influence prescribing 1998.

122. S. Anitha, Pharma. Marketing in Karnataka Heading for a better tomorrow (2006). (The author is corporate communications executive, Micro Labs, Bangalore)

123. S. Anitha. Pharma Marketing in Karnataka Heading for a better tomorrow (2006). (The author is corporate communications executive, Micro Labs, Bangalore)


128. Saurabh Kumar Saxena. A review of marketing strategies work by different pharmaceutical companies.


130. See US-India CEO Forum: US-India Strategic Economic Partnership, published in March 2006 (pages 22-23), available at www.planningcommission.nic.in/reports/genrep/USIndia.pdf last visited Sep. 6, 2007). As per this document the Pharmaceutical and Healthcare sector could be a major area of US-India cooperation providing the Healthcare sector “infrastructure” status aimed at promoting FDI by US in India for the purposes of tax incentives and access to funding in matters relating to: clinical trials, other R&D services and outsourcing.


132. Singh, Seema. “India kicks the habit; local drug makers have built a thriving industry on pilfering patents. The party ends in January.” Newsweek International 2004; 56.


135. Subhash C Jain-Marketing Strategy-2004 by cengage learning


144. Wilkie, Dana. “India wants to be your biotech source.” The Scientist 2004; 51-53.


149. www.espicom.com