BIBLIOGRAPHY

BOOKS

6. Bejon Misra, Study on availability and prices of medicines by VOICE.
13 Dr. Raan Nair and Satish R. Nair, Marketing. Sultan Chand and Sons, New Delhi, 2000
16 Kotler, Keller, Koshi, Jha, Marketing Management
17 Marketing of Healthcare Services, Patient Satisfaction and Loyalty, Dr. Pradeep B. Salgaonkar, Abhijeet Publications, Delhi
19 Mickey Smith, Editor, Principles of Pharmaceutical Marketing, C. B. S. Publishers & Distributors Pvt. Ltd. new Delhi,
22 P. G. Ramanujam, Marketing of Healthcare Services Excel Books, New Delhi
23 P. L. Narayana, The Indian Pharmaceutical Industry, NCEAR, New Delhi


30 Ramakrishnan Iyer, Pharmaceuticals: The Indian Pharmaceutical Industry, Feb 2005, ICRA


33 Saurabh Kumar Saxena, "A Review of Marketing Strategies Work By Different Pharmaceutical Companies"

34 Srivastava P. K., Marketing Management in A Developing Economy, Sultan Chand & Sons, New Delhi, 1991
MAGAZINES AND PERIODICALS & REPORTS

7. International Marketing Strategies in India by (IIMA), Oct-Dec 2005
8. Opportunities in Indian Pharma Sector, RNCOS – Report, July 2006
9. Patents vs. Patients: AIDS, TNCs and Drug Price Wars, TWN,
WEBSITES

1. www.Dr reddy's lab
2. www.wikipedia
8. Personal Website or reach her by e-mail at Kathy (at) quintcareers.com.
15. WHO website.