BIBLIOGRAPHY:

ARTICLES, BOOKS, CASE STUDIES, RESEARCH PAPERS
WORKING PAPERS JOURNALS etc...

Ashish Sanghvi, (2002); "evolving Competitive Technologies and Strategies for the Pharmaceutical Sector", Financial Express, May 18

Ajit Ranade and Sanchita Basu Das, (2003); Sectoral Reports, "Indian Pharmaceutical Industry Update" ABN – AMRO

Anshul Kaushesh, (2003); "Pharmaceutical Marketing-Emerging Trends"; ICFAI Press, pp4-7

Anshul Kaushesh, (2003); "Pharmaceutical Marketing-Emerging Trends"; ICFAI Press; pp 7-16

Anshul Kaushesh, (2003); "Pharmaceutical Marketing-Emerging Trends"; ICFAI Press; pp 17-32

Anshul Kaushesh, (2003); "Pharmaceutical Marketing-Emerging Trends"; ICFAI Press; pg 5-6

Amar Gupta, (2006); Offshoring in the Global Pharmaceutical Industry: Drivers and Trends ;Report Jeff Berens and Jason McCoy; August 30, 2006

AT Kearney, (Sept 2004); Report by CFO Research Service in Collaboration with AT Kearney.

Athreye Suma and Kale Dinar, (2006); "Experimentation with strategy in the Indian Pharmaceutical Sector"; IKD Working paper No 16


BVS Prasad and K Gowri Shankar; (2008); "*Indian Pharmaceutical Industry Strategies and Challenges in formulation marketing*" Icfai publication, pp 4;5.

B Rajesh Kumar and S .M Satish, (2007); *Growth Strategies of Indian Pharma Companies*, Icfai University publication pp 32-36

B Rajesh Kumar and S .M Satish, (2007); Growth Strategies of Indian Pharma Companies, Icfai University publication pp 15-18

B Rajesh Kumar and S .M Satish, (2007); Growth Strategies of Indian Pharma Companies, Icfai University publication pp 15

B Rajesh Kumar and S .M Satish, (2007); Growth Strategies of Indian Pharma Companies, Icfai University publication pp 16

Barnett CL, (1979);"Using hedonic indexes to measure housing quantity; Santa Monica,CA;The and corporation; October

Boughton B, (1996);"The other drug war; California Lawter,April;pp24

Browning E and Browning J, (1993); Microeconomic theory and applications 4th ed; New York; Harper Collin


Business Today, (2005);"Indian Pharma’s mid life crisis”, pp 50-56
Business Today, (1999); “the pharmaceutical Industry, The Boston Consulting Group’s study of the Indian Pharmaceutical Industry

B Rajesh Kumar and S .M Satish, (2007); Growth Strategies of Indian Pharmaceutical companies; ICFAI University Press; pp 163-166

B Rajesh Kumar and S .M Satish, (2007); Growth Strategies of Indian Pharmaceutical companies; ICFAI University Press; pp 193-239

Business Today, (1999); The Pharmaceuticals Industry; the Boston Consulting Group’s study of The Indian Pharmaceuticals Industry 1999

Comanor WS (1986); The political economy of the pharmaceutical industry, Journal of Economic Literature 24: 1178-1217

Carey J, (2006); How safe are diet supplements, Business week, Jan 30, pp 74-75

Chaganti Subba Rao, (2007); "pharmaceutical marketing in India –concepts strategy cases", Icfai Publication, pp 3.

Changanti Subba Rao, (2007) and Mickey Smith, (1988); “pharmaceutical marketing in India –concepts strategy cases”; Pharma Book Syndicate pp 5

Chaganti Subba Rao, (2007); Pharmaceutical marketing in India; “pharmaceutical marketing in India –concepts strategy cases” Pg 6-7

C Bhaktavatsala Rao, (2005); “From IT Inc to Pharma Inc”, The Hindu

Cygnus Report, (2008); Industry Insight Pharmaceutical industry

Cygnus Report, (2006); "White Paper on Indian Pharma Industry-Quest for global Leadership”, ASSOCHAM, PP 1-17

Chaganti Subba Rao, (2007); "Pharma Marketing in India – Concepts Strategy Cases" pp 71-91

Chaganti Subba Rao, (2007); "Pharma Marketing in India – Concepts Strategy Cases"; pp159-179

Clarkson K, 1993; Intangible capital and profitability measures: effects of research and promotion on rates of return; American Enterprise Institute Conference on Competitive strategies in the Pharmaceutical Industry; October

Comanor WS, (1986); The political economy of the pharmaceutical industry; Journal of Economic Literature 24

Comanor WS Schweitzer SO, (1994); The pharmaceutical industry; In Adam W and Brock J (eds); The structure of American Industry; 9th ed; Macmillan

Chaganti Subba Rao, (2007); Pharmaceutical marketing in India – Concepts Strategy Case; Pharma Book Syndicate; pp143-160

Chaganti Subba Rao, (2007); Pharmaceutical marketing in India – Concepts Strategy Case; Pharma Book Syndicate; pp 279-285

CBO Study, (Oct 2006); R and D in Pharma Industries

Drug Discovery and Development, (2000); Companies look to outsource chemistry; May pp44

Danzon and Kim, (1993); International Price comparisons for pharmaceuticals. Working paper. Health Care Systems Department, Wharton School of Business


Drug Discovery and Development, (2000); Companies look to outsource chemistry; May; pp 44

Ernst and Young Report (2004), Global Pharmaceutical Report Calls for New Approaches to Address Big Pharma's Challenges

Ernst and Young, (2001); Focus on Fundamentals, Ernst and Young’s 15th Industry Annual Report, palo Alto, CA: Ernst and Young LLP


Gina S Krishnan, (2004); “In the news- pharmaceuticals, Smart R and D is the Key”, pp 18

Gauri Kamath, (2004), Defence Businessworld, November

Gina S Krishnan, (2006); "India learns how to discover drugs"; Businessworld, pp30-36

Gina S Krishnan, (2006); "India learns how to discover drugs"; Businessworld, pp 28-31

Haluska, (1997); Outsourcing in the pharmaceutical industry; Medical and Health care Marketplace guide; Philadelphia

Hari P and Singh Gina, (2002); “The booming business of drug testing “ Businessworld; pp 30-38
IMS Health, (2004); NPA Plus 7; Method of payment report, 2002 and National Sales Perspectives; January

Innovation and Competence building Systems conference, (2006); Trivandrum, India


Kiran Vallecha, (2008); Pharma Update, "Indian Pharma Global Stage", Ifcai publication; pp 1-3


Krishnaphani Kesiraju, (2003); "Pharma Sector – Trends and Cases Vol-I; ICFAI Press; pp 47-66

KPMG Report, (2006); "The Indian pharma industry is currently worth USD 6 billion"; Press release

KPMG Report, (2006); The Indian Pharmaceutical industry: collaboration for growth

Kamath Gauri, (2004); Pharmaceutical research; growing up pains; Businessworld

Landers P., (2003); Cost of developing a new drug increases to about $ 1.7 billion. Wall Street Journal, December

Landers P, (2003); Cost of developing a new drug increases to about $1.7 billion; Wall Street Journal; December, 8

Lalitha; TRIPS and Pharmaceutical Industry: Issues and Prospects

Mc Kinsey study (2007); India Pharma 2015 - Unlocking the Potential of the Indian Pharma Market

Mc Kinsey Quarterly, (2000); “Aids a flicker of hope in Africa”

Medical and Healthcare Marketplace Guide, (1999); Outsourced manufacturing
   Biopharmaceutical contract manufacturing: potential growth. Philadelphia; pp1-124

Morrison S, (1993) Prescription drug prices; the effect of generics; formularies and other market changes; Congressional Research Service; August

Morrison S, (1993); Prescription drug prices: the effect of generics, formularies and other market changes; Washington DC; Congressional Research Service; August 17


Modak Shrikant, (2003); “Exclusivity in question”; Business India; pp 58-60

Majumdar Pallavi, (2005); “India hotspot for drug R and D”; Business standard

Nithya Subramaniam, (2004); "Pharmacos Target Niche Areas for Higher Margins", *the Hindu* business line

Nerman Verawalla, (2006); *Chemistry Today Outsourcing Pharmaceutical Services to India*, Vol 24; Sept/Oct

ORG-IMS Report, (2004); "bt pharma more on your platter"; *Business today*; pp 102-116

Pharma Research and Development Committee report 2005


Pratap Reddy, (2001); the Apollo Group Chief, meeting ‘World Heart Day’, organized by IMA Indian Medical Association

Purchasing Magazine, (2000); Two types of customers: custom/speciality; Jan; pp 40


Pharmaceutical Research and Manufacturers of America, (2002); Annual report, Washington DC

VIII
Prasad BVS, (2008); Indian Pharma going global; pp.4-20

Pricewaterhouse Coopers; Pharma, (2020); The vision which path will you take?

Reilly C,(2000) Time and cost push outsourcing boom Purchasing Magazine, April 6; p 44

Reekie WD, (1976); Drug costs; Lancet 2(7990); 856

Rajesh Kumar and Satish S.M., (2007); "Growth Strategies of Indian Pharma Companies"; IcFai press; pp 331-340

Rajesh Kumar and Satish S.M., (2007); "Growth Strategies of Indian Pharma Companies"; IcFai press; pp 350-370


Saurabh Kumar Saxena, (2005); A review of marketing strategies work by different pharmaceutical companies, Department of Management, Rakshpal Bahadur Management Institute; pp 1-13

Schweitzer and Comanor, (2001); Understanding the cost of pharma, Andersen R.A., changing the U.S. Health Care System, 2nd ed, San Francisco


Shailesh Gadre, (2005); “The focus will shift to brand building”, bt pharma , pp 96


Schweitzer O. Stuart (2007); Pharmaceutical Economic and Policy; Oxford University Press , pp 68-79

Schweitzer O. Stuart (2007); Pharmaceutical Economic and Policy(second edition 2007) ; Oxford University Press ; Pg 143;154

Steiner R L 1993; The inverse association between the margins of manufacturers and retailers, Review of Industrial Organisation pg:717-740

Salehi and Schweitzer (1985); Economic aspects of drug substitution, Health Care Financing Review pp59-68

Surumpudi Neeraja, 2006; ”Indian Pharma Industry”; Portfolio organizer

Sunil Mani ( Sept 2006); The sectoral system of innovation of Indian pharma industry

Subramaniam Nithya, 2005; “Hike in R and D spends eats into pharma companies profits”; The Hindu Business line

Tony Joseph, (2002); “The BW Round Table “, Businessworld, Oct 21, pp 33-45

Vyasa Jay Narayan and Shah Gitesh (2000); *Indian Healthcare Industry a SWOT analysis*; Saket publication; Pg 18 – 22


Patricia M Danzon, (1999); *5880 The pharmaceutical industry*, Wharton School, University of Pennsylvania

Dhar Biswajit and Rao Niranjan, (2002); *“Transfer of technology into the global economy; A case study of the pharma industry in India*, United Nations, New York and Geneva

Calfee E John, (2000); *Prices, Market and pharmaceutical revolution*, The AEI Press, Washington DC

Sagar Dhruv (2009); *Industry analysis- Indian pharmaceutical industry*

Reekie Duncan W (1975); *“The economic of the pharmaceutical industry*, Macmillan Press Ltd

Narayana P.L. (1984); *“The Indian pharmaceutical industry problems and prospects*, NCAER

Stuart St P Slatter (1977); *“Competition and marketing strategies in the pharmaceutical industry*”; Redwood Burn Ltd, London
Prasana Nihar; “Using the Build – operate Transfer Model(BOT) to outsource life Science Research and Development to India; Acunova Life Science private Ltd

Michael Hu, Karl Schultz Jack Sheu and Daniel Tschopp (2007);“The innovation gap in pharma drug discovery and new models for R and D success, Kellogg School of Management

Umakanta Sahoo; Clinical Trial data Management Outsourcing – India a review of cost and competitionChiltem International Private Ltd, Mumbai, India.

Gautam Kumar, Mitra Palash and Pasricha Chandrika;”India Pharmaceutical 2015 Unlocking the potential of the Indian Pharmaceutical market, McKinsey (2009)

Pradhan Jay Prakash; RIS discussion paper; “Liberalisation firm size and R and D performance , A firm level study of Indian Pharmaceutical industry

SPECIAL REPORT

Centre for Monitoring Indian Economy (CMIE) 2008-2010
Mc Kinsey Reports
World Development Reports
Cygnus Report 2006-2008
FICCI Reports
Ernst and Young Reports
KPMG Reports
ORG-IMS Reports
Pharmaceutical Research and Development Committee Report

XII
NEWSPAPER AND MAGAZINES

1. Times of India
2. Economics Times
3. Business and economy
4. Business India

JOURNALS


Export and Import Bank of India: occasional paper no 119, “Indian pharmaceutical industry surging globally”, Quest publication (2007)

N Lalitha; TRIPS and pharmaceutical industry “Issues and prospects, Gujarat Institute of Development research

Economic and Political Weekly

ICFAI case studies series (2001)

WEBSITES

1. The Structural analysis of Industries
3. www.ibef.org,2008;
   http://www.arc.unisg.ch/org/arc/web.nsf/1176ad62df2ddbb13c12568f000482b94/43cf0caed566faac12571d30061daae/SFILE/India%20Symposium_IBEF_Sectoral%20Reports_Pharmaceuticals.pdf
5. Pharmaceutical Research and Development Committee Report, 2009,
   Transforming India into Knowledge and power,
   http://chemicals.nic.in/pharma10.htm
6. Pharmaceuticals Industry Analysis Report, 2008; Pharmaceutical drug and manufacturers
   http://www.pharmaceutical-drug-manufacturers.com/pharmaceutical-industry/
7. India-infoline.com
8. www.pharmabiz.com
9. www.bionity.com
10. www.economywatch.com
11. www.chemicals.nic.in
12. www.gujhealth.gov.in