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This study is a product of my continuing interest in the field of marketing of small scale industries ever since I took my M.B.A. degree. For sometime I wanted to be a small scale entrepreneur and, therefore, concentrated in depth on the subject. Later, I joined Himachal Consultancy Organisation Limited as Research Officer, which deepened my interest in the subject of marketing management of small scale industries. Further, on my joining Reserve Bank of India as Development Officer in 1980, I was given the responsibility of examining the claim-applications submitted by various commercial banks and financial institutions with regard to advances which had become bad and doubtful of recovery from small scale units. This accentuated my interest in the subject.

One aspect of this assignment related to the persons for whom and with whom I worked as a result of my academic qualifications including my joining N.I.S. National Academy of Administration, Mussoorie, as a probationer of Indian Revenue Service. This further intensified my interest in the subject. Such fortuitous circumstances made it possible for me to study this topic for the degree of Doctor of Philosophy. Most of the work was conducted in the field and in the libraries, where again I had the good fortune of
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The present study is, therefore, the result of more than four years of work in the field of marketing of small scale industry in Punjab.

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