This thesis is in the area of non-personal communication efforts (NPCE) in industrial marketing. The broad elements of NPCE are print advertising, direct mails, catalogues, seminars, exhibits and trade shows, promotional gifts, public relations and so on. The personal selling efforts (PSE), along with the NPCE, form the marketing communication efforts of a marketer.

The primary motivator of the study were the findings of the ADVISOR project studies of Lilien and Little. The ADVISOR study's main concern was marketing communications costs and their determinants. The scope of the thesis however, is wider and covers several other issues.

The initial idea of the study and the theme started germinating around 1984-1985. The crystallisation took a substantial effort in literature review. Though the scope was clear, it was fairly ambitious. Frankly, I had not visualised the challenge I would face in the data collection, data analysis and cohesive presentation of data.
The thesis has been divided into five parts. Part one provides a bird's eye view of the entire thesis. It also has a chapter on the scope and research methodology. Part two contains the details on expenditure levels and their determinants. Part three contains chapters covering the other managerial issues like budgeting practices, importance ranking and so on. Part four includes a separate chapter which has been labelled as 'the final distillate'. This is an attempt to map the big picture and highlight the important findings of the study. A critical appraisal, limitations and strengths and suggestions for future research are included in a separate chapter.

An old adage about education is "whatever is learnt is always a fistful and whatever is not, is worldwide." This aptly describes my feelings after completing this thesis after four years. However, in all humility, I wish to state the positive contributions and gains from this thesis. First, it has helped me a great deal in my own understanding of the subject. The analytical rigour and drill provided not only insights but challenges in synthesis and cohesive presentation. The 'user' orientation, the 'comparisons' across products and across countries, and several suggestions for future research are some of its other contributions. I hope readers will find some justification for my claims.
The thesis is an outcome of the efforts of the last four years. The literature review, the data collection phase, the analysis, three drafts, in the midst of several other commitments of my professional responsibilities became an exciting challenge. Looking back, I feel satisfied that even though late, I undertook this project. I had a strong urge and desire to contribute something tangible in the area of industrial marketing. I hope this study would play the catalytic role of encouraging more research in the several areas of industrial marketing.

I take this opportunity of thanking the organisations who cooperated and provided the data for this study.

SHARAD SARIN