

**EFFECT OF GENERIC DRUGS ON THE  
BUYING BEHAVIOURAL PATTERN AND BRAND  
SUSTAINABILITY OF ETHICAL DRUGS IN WESTERN INDIA**

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PROF. (DR.) JAYRAJ D. JADEJA  
Professor of Marketing

BY  
PRESHTH BHARDWAJ

FACULTY OF MANAGEMENT STUDIES  
THE MAHARAJA SAYAJIRAO UNIVERSITY  
OF BARODA  
VADODARA 390 002

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