



ACKNOWLEDGEMENTS

This study would not have seen the light of the day without the guidance, expert advice and constant monitoring of Dr. Jayraj Jadeja, Professor of Marketing, Faculty of Management Studies, The M.S. University of Baroda.

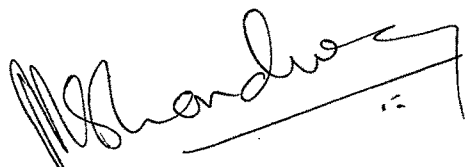
I am thankful to Prof. (Dr.) G. C. Maheshwari, Head and Dean, Faculty of Management Studies, The M.S. University of Baroda for providing necessary facilities to pursue my research work and moral support.

The response of the medical practitioners and patients were overwhelming. They co-operated whole-heartedly to my study. Medical representatives and pharmacists have also diligently responded. Without their co-operation and support, this study would not have materialized. I express my heartfelt thanks to all the participants.

I am grateful to late Dr. Bharat R. Shah, the then M.D., M/s Unicare Pharmaceutical Pvt. Ltd., for sharing his valuable insights.

I am also thankful to the administrative staff of Faculty of Management Studies, The M.S. University of Baroda for their constant support.

Last but not the least, I am thankful to my parents, my wife Shweta and my daughter Namarata, who tolerated me, without complaint, during my long hours of study.

A handwritten signature in black ink, appearing to read 'Presht Bhardwaj', written over a horizontal line.

Presht Bhardwaj

October, 2007