## EFERENCES

- exander, F.C. Is industrial marketing ready to go consumer? Industrial Marketing (1964),49, 74-77.
- nmer, D.S. Purchasing for profits. Harvard Business Review (1959) 39, 135-143
- nmer, D.S. Realistic reciprocity. Havard Business Review (1962) 40, 116-124
- nville, G.R. & Dornoff, R.J. Industrial source selection behavior: An industry study. Industrial Marketing Management (1973) 2, 251-259.
- ene, K. & Sheats, P. Functional roles of group members, Journal of Social Issues (1948) 4, 41-49
- renson, C. The purchasing executives adaption to the product life cycle. Journal of Purchasing (1967) 3, 62-68
- d, M.M. & Sheppard, W.C. Reciprocity in industrial buying and selling : A study of attitudes. Journal of Purchasing (1973) 9, 26-35
- one, E. & Stevens, R.E. Emotional motives in the purchase of industrial goods. *Journal* of Purchasing (1970) 6, 48-53
- wwn, F.E. Information requirements for buying decisions. In G. Fisk (ed.) New Essays in Marketing Theory. Boston: Allyn and Bacon, 1971, 56-72
- Ilen, H.J. Value analysis : Marketing men take notice. Industrial Marketing (1963) 48, 86-90
- nova, J. Two ways to use the learning curve. Purchasing (1965) 62, 80-83
- bon, N., Holbrook, M.B. & Hulbert, J. Industrial purchasing behavior: a reappraisal. Journal of Business Administration (1972) 4, 69-77
- bon, N., Holbrook, M.B. & Hulbert, J. Industrial purchasing behavior: Some final comments. Journal of Business Administration (1972) 4, 83
- arrin, J.R. Lease or purchase decision model for the XYZ corporation. Management Services (1969) 6, 19-26
- istian, R. Communication in the sixties. Journal of Marketing (1961) 25, 74-76
- der B.J. (1977) 'Structural Role Analysis of Organizational Buying. A Preliminary Investigation' Consumer and Industrial Buyer Behavior. North Holland. Chapter 14 pp. 193-199.
- lings, W.B. The big small order problem. Journal of Purchasing (1966) 2, 43-63

- Yert, R.M. & March, J.G. The Behavioral Theory of the Firm. Englewood Cliffs, N.J.: Prentice-Hall, 1963
- arling, L.W. Helping salesmen identify points of buying influence. Industrial Marketing (1962) 47, 104-106
- avid & Cozenza (1993), Business Research for Revision Making. Wadsworth.
- illon, T.F. Sole source buying? Sometimes it pays. Purchasing (1968) 65, 52-53
- dgan, D.M. Experimentation in government procurement: the award-fee concept. Journal of Purchasing (1968) 4, 14-28
- zel, M.J. & Allen, W.J. A study of the perceived need satisfaction of purchasing managers. Journal of Purchasing (1972) 8, 5-18.
- ris, C.W. Market segmentation and industrial buying behavior. In Proceedings of the American Marketing Association (1967) 25, 108-110
- sher, L. Industrial Marketing: An Analytical Approach to Planning and Execution. New York: Business Books, 1969
- ant, Colin (1973), Hospital Management, Longman group Limited.
- Purchasing procedures for make or buy decisions. Journal of Purchasing (1966) 2, 63-73
- hn, C.K. & Vana, J. Values, value systems and behavior of purchasing managers. Journal of Purchasing (1973)9, 15-73
- sch, W.Z. Decision making in industrial marketing. Journal of Marketing (1960) 24, 21-27
- mans, G. C. Social behavior as exchange. American Journal of Sociology (1958) 63, 597-606
- ward, J.A. Marketing Management : Analysis and Planning. Homewood, III.: Irwin, 1963
- logg, N. Selecting and evaluating vendor. Purchasing (1959) 56, 80-81
- nedy, J.J. The management of negotiation. Journal of Purchasing (1967) 3, 41-51
- ra, I.P. & Benson, J.D. Communication and industrial purchasing behavior. Journal of purchasing (1970) 6, 5-21.
- ler & Armstrong (1991), Principles of Marketing. Prentice Hall.
- itt, T. Communications and industrial selling. Journal of Marketing (1966) 31, 15-21.

- Lewis, M. C. A leap into the future of industrial marketing. Industrial Marketing (1966) 30, 6-58.
- Jilian, G.L., Silk, A.J., Choffray, J. & Rao, M. Industrial advertising effects and budgeting practices. *Journal of Marketing* (1976) 40, 16-24.
- Aartilla, J. A. Word-of-mouth communication in the industrial adoption process. Journal of Marketing Research (1971) 8, 173-178.
- Atthews, G. J. What every good buyer should know. Purchasing (1962) 52, 63-65.
- IcAleen, G. Do industrial advertisers understand what influences their markets. Journal of Marketing (1974) 38, 15-23
- fcGuire A., et al (1992) The Economics of healthcare, Routledge.
- letaxas, T. Capital goods buying : Teamwork's essential. Purchasing (1962) 59, 70-73
- illes, L. D. Techniques of Value Analysis and Value Engineering. New York: McGraw-Hill. 1961.
- inistry of Health Annual Report 1993.
- orrill, J.E. Industrial advertising pays off. Harvard Business Review (1970) 48, 4-14
- over, R. Reciprocity retrospect and prospect. Journal of Marketing (1970) 34, 47-55
- wman, R. G. Some comments on negotiation. Journal of Purchasing (1966) 2, 52-66
- vens, B. D. Purchasing managers impact on the environment. Journal of Purchasing (1972) 8, 58-62.
- ket, R. The industrial buyer-Human but rational. Journal of Purchasing (1971) 7, 63-74.
- ers, M.P. & Venkatesan, M. Exploration of variables inherent in adopting an industrial product. Journal of Marketing Research (1973) 10, 312-315.
- oler, V. H., Jr. ROI-king of inventory management. Journal of Purchasing (1966) 1, 24-31.
- e C., (1994) Consumer Buyer Behaviour : Butterworth Heinemann.
- (0, L. T. Purchasing functions and pert network analysis. Journal of Purchasing (1968) 4, 68-81.
- timan, D. L. The purchasing agents role as a risk manager. Journal of Purchasing (1966) 2,52-60.

- chiffman, L.G. & Graccione, V. Opinion leaders in institutional markets. Journal of Marketing (1974) 38, 49-53.
- heth, J. (1977) 'Recent Developments in Organizational Buying Behaviour'. Consumer and Industrial Buyer Behavior. North - Holland Chapter 2 pp 17-34.
- heth, J. N. A model of industrial buyer behavoir. Journal of Marketing (1973) 37, 50-56.
- heth, J. N. Buyer-seller interaction: a conceptual framework. In B. B. Anderson (ed.), Advances in Consumer Research, vol. III. Cincinnati: Association for Consumer Research, 1975, 382-386.
- oanee, L. Financial reports: What They tell about suppliers. Purchasing (1963) 60, 50-54, 94-97.
- nith, S.B. Learning curve. Purchasing (1965) 62, 80-83.
- atchell, M. (1983), 'Measuring Hospital output' a review of the service mix and case-mix approaches, 'Social Service and Medicine, vol. 13 pp 81-81.
- hompson, D. L. Industrial advertising and the purchasing agent. Journal of Purchasing (1966) 2, 5-16.
- algh, C.E. Reading those "hidden" buying influences. Industrial Marketing (1961) 46, 165-168
- ebster, F. E., Jr. Modeling the industrial buying process. Journal of Marketing Research (1965) 2, 370-376.
- ebster, F.E., Jr. Interpersonal communication and salesman effectiveness. Journal of Marketing (1968) 32, 7-13.
- ebster, F.E., Jr. Informal communication in industrial markets. Journal of Marketing Research (1970) 7, 186-189.
- ebster, F.E. & Wind, U. Organizational Buying Behavior. Englewood Cliffs, N.J.: Prentice-Hall, 1972.
- ind, Y. A new procedure for concpt evaluation. Journal of Marketing (1973) 37, 2-11.
- ind, Y. & Cardozo, R. Industrial market segmentation. Industrial Marketing Management (1974) 3, 153-166.
- ind, Y. & Robinson, P. J. Simulating the industrial buying process. In Proceedings of the American Marketing Association, Series #28 (1968), 441-448.
- ind, Y. & Webster, F. E. Industrial buyer as organizational behavior: A guideline for research strategy. Journal of Purchasing (1972) 8, 5-16.
- inston, J. Willian (1984), Innovations in Hospital Marketing, the Haworth press inc.