

Problems Relating To Price
Variations Faced By Both
Bookdealers And Consumers

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PREFACE

A few words about this research and how it came to be written may not be out of place.

Our intent has been to provide a brief introduction of those aspects of research and the subsequent compilation of data/ findings; analysis and recommendations which can cover adequately in a one-semester course of study thus, this research, the product of field-work, discussions and the classroom/lectures presents the whole package of the stated problems to the solutions. We also collected and explained as clearly as possible a number of information for example; the review of literature which is related to our paper, articles from the organizations concerned (secondary data) and selected bibliographies.

Illustrative materials, for the most part are drawn to supplement the analysis.

The five chapters are arranged in the order in which the stages of a research project. Thus Chapter 1 gives the purpose and objective of the study, statement of problems, causes, hypotheses; Chapter 2 described the methodology used and the problems encountered during the research. Chapter 3 consists of the review of literature; Chapter 4 is the findings and analysis of primary and secondary data. Chapter 5 gives the suggested alternatives to the problems and recommendations.

An appendix has been added which may be used as supplemental aids and review, also included in it are our questionnaire designs, list of bookshops and names of persons and organizations.

In any case, we hope that we have come close to fulfilling our intent. HAPPY READING!

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C H A P T E R I

GENERAL INTRODUCTION

As the title suggests, price variations become the major problem in the world of bookselling business. It occurs so ever since this business becomes an attractive issue to involve oneself into. For years this problem has never found its way-out.

In this research, we are attempting to look into the matters and suggests probable solutions. We are also paying our attention towards the causes that lead to the problem and its effects on the customers and bookdealers. Our main aim is to let these parties to be more conscious of this problem i.e. to see how far this problem has its impact on them.

All the problem areas need to be tackled with objectivity and tact. The probable solutions may not solve the problem in its entirety but it is hoped that whatever actions taken there on will in some way reduce the complications to a certain degree.