

Contents

Articles

Household's Choice of Regional Banks and Housing Loan
..... Masashi AKIMOTO, Kazumine KONDO, Hitoshi AOKI, Shigeru UCHIDA 1

Research paper : Management of Intellectual Property Rights in Global Markets (Part I)
— Present Canada's Access to Medicines Rigime and its Existing Problems —
..... Rina ISHIKAWA, Masami KAJIURA 21

Appendix
..... Masami KAJIURA 29

A Study on Information Seeking and Sending for Consumer's Buying Behavior (III)
— A Case of Sales Promotion of Passenger Car —
..... Teiichi OWAKI, Yoshihiro MATSUMOTO, Hirohisa WAKITA, Takayuki KOMIYAMA,
Machiko ITO, Masaaki YAMAKAWA, Jun OKAMOTO 33

A Concept of Value Added and Its Characteristics in Service Industry
..... Takehide NAKANO, Makoto SHIMIZU, Makoto OZAKI, Takatoshi WATANABE 43

Survey

A Study on Information Seeking and Sending for Consumer's Buying Behavior (IV)
— Awareness about travel —
..... Teiichi OWAKI, Yoshihiro MATSUMOTO, Hirohisa WAKITA, Takayuki KOMIYAMA,
Machiko ITO, Masaaki YAMAKAWA, Jun OKAMOTO 63

Activities of the Research Institute of Marketing and Distribution 117

The Rules of the Research Institute 119

Note for Contributors 121