

ISB

INSTITUTE OF SCIENTIFIC BUSINESS LIMITED

CALENDAR OF MEETINGS

The following meetings will be held during the period
October 1972—April 1973

November 2nd in ISB Conference Room, Bradford: 6.30 p.m.

- **MARKETING & CONSUMERISM**
Professor Gordon Wills
-

December 14th at University College of Wales, Aberystwyth
6.30 p.m. Llandinan Building
(Accommodation available on request to Mr. Hughes,
Aberystwyth 3111).

- **MANAGING A COMPUTER SERVICE**
Ifan Moelwyn Hughes
-

February 19th–23rd at Hotel Conca Park, Sorrento
four-day Conference to celebrate 10th year of ISB

- **MANAGEMENT STRATEGIES FOR THE 80's**
£38 inclusive for members; £45 others
-

April 12th at the University of Hull
6.30 p.m. Social Sciences Building, Room 420

- **STRIKE INDICES**
Dr. Eric W. Evans
-

Admission strictly by ticket. Those wishing to attend should
contact the Administrative Officer, Mrs. Susan Daffern,
200 Keighley Road, Bradford BD9 4JZ, Yorkshire.
Telephone 0274-43823 for further details and tickets.
All meetings free except Sorrento Conference.

References

1. Udell, J. G., and Anderson, E. E., "The Product Warranty as an Element of Competitive Strategy", *Journal of Marketing*, No. 4, October 1968, pp. 1-8.
2. Fisk, G., "Guidelines for Warranty Service After Sale", *Journal of Marketing*, No. 1, January 1970, pp. 63-7.
3. Oxenfeldt, A. R., *Executive Action in Marketing*, Belmont, California, Wadsworth Press, 1966, pp. 609-13.
4. Berens, J. S., "Consumer Costs in Product Failure", *Business Topics* (University of Michigan), Vol. 19, No. 2, Spring 1971, pp. 27-30.
5. Moyer, R., "Macro Marketing—A Social Perspective", New York, Wiley, 1972, pp. 96-9.

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INSTITUTE OF SCIENTIFIC BUSINESS LIMITED

CALENDAR OF MEETINGS

The following meetings will be held during the period
October 1973—April 1974

November 1st 1973 at the University of Hull: 6.30 p.m.

- **HAS REDUNDANCY POLICY WORKED?**
Brian Showler

November 2nd in ISB Conference Room, Bradford: 6.30 p.m.

- **MARKETING & CONSUMERISM**
Professor Gordon Wills

December 14th at University College of Wales, Aberystwyth
6.30 p.m. Llandinan Building
(Accommodation available on request to Mr. Hughes, Aberystwyth 3111)

- **MANAGING A COMPUTER SERVICE**
Ifan Moelwyn Hughes

February 19th—23rd at Hotel Conca Park, Sorrento
four-day Conference to celebrate 10th year of ISB

- **MANAGEMENT STRATEGIES FOR THE 80's**
£38 inclusive for members; £45 others

February 21st 1974 at Cranfield School of Management: 6.30 p.m.

- **DISTRIBUTION SYSTEMS IN THE EIGHTIES**
David Walters

April 12th at the University of Hull
6.30 p.m. Social Sciences Building, Room 420

- **STRIKE INDICES**
Dr. Eric W. Evans

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