- Definition of Anxiety. (2014) "Inner Health studio". [Online] Available from [http://www.innerhealthstudio.com/definition-of-anxiety.html]. [Accessed: 11th May 2014]
- 8. Subbarao, Ch. (2007) "Pharmaceutical Marketing in India-concept strategy Cases". Hyderabad, Pharma Book Syndicate.
- Harrel, G.D. and Frazier G.L. (1999). "Marketing: Connecting with customers". Upper Saddle River, N.J.: Prentice Hall.
- Kotler, P., & Armstrong, G. (2001). "Principles of marketing", 9th edition, Upper Saddle River, N.J.: Prentice Hall.
- Mickey Smith. (2000) "Pharmaceutical Marketing in 21st Century", New Delhi: Viva Books Pvt. Ltd.
- Anshal, K. (2006) "Pharmaceutical Marketing-Emerging Trends". Hyderabad: ICFAI University, ICFAI Press.
- Umesh, V. (2004) "A project on innovative marketing policy". Hyderabad: Pharma Book Syndicate.
- Meera Vijay. (2006) "A study on impact of direct to consumers Pharmaceutical Marketing under Indian condition" Unpublished PhD Thesis, Bharati Vidyapeeth University, Pune, Bharati Vidyapeeth University.
- Vinay, R. K. & Mark, N. (1998) "Pharmacies self medication and pharmaceutical marketing in Bombay–India". *Journal of Pharmacology and Anthropology*, Vol. 5. p. 194-212.
- Burak, L. J. & Damico, A. (2001)" Effects of direct-To-consumer advertising of Pharmaceutical products on college students" *Journal* of American College Health, Vol.49 (6/5). p. 188-191.
- Neeraj, D. (2008) "A study of change in marketing strategies of Indian Pharmaceutical companies under the WTO regime". International Journal of Business Research. Vol.3. p. 3-7.
- Elling, M. E. et al. (2002) "Making more of Pharma's sales force". The McKinsey Quarterly. Vol.3. p. 87-95.
- Kolva, E. et al. (2011) "Anxiety in Terminally III Cancer Patients. J Pain Symptom Manage", Vol 42 (5). p.691-701.
- Citrin, D.L. et al. (2012) "Beliefs and Perceptions of Women with Newly Diagnosed Breast Cancer who refused to Conventional Treatment in Favour of Alternative Therapies", The Oncologist, Vol. 17, p. 607-612
- Buckman, R. (1984) "Breaking bad news: why is it so difficult?", British Medical Journal, Vol. 288. p.1597-1599.
- McCaul, K.D et al. (1996) "Does Concern about Breast Cancer Inhibit or Promote Breast Cancer Screening?" Basic and Applied Social Psychology, Vol. 18 (2). p.183-194.
- Reynolds. M. (1978) "No news is bad news: patients' views about communication in hospital", *British Medical Journal*, Vol. 1. p. 1673-1676.
- Aleksandra, C.R, & Tomasz, D. (2013) "Personal fear of death affects the proper process of breaking the bad news". Arch Med Sci, Vol 9 (1). p. 127-131.
- Thompson, C.A. et al. (2010) "Surveillance CT scans are a source of anxiety and fear of recurrence in long-term lymphoma survivors". *Annals of Oncology, Vol* 21. p. 2262-2266.

- Seale, M.T. et al. (2012) "Expressing Uncertainty in Clinical Interactions between Physicians and Older Patients: What Matters?" Patient Educ Couns, Vol 86 (3), p. 322-328.
- Barazzetti, G. et al. (2010) "What best practice could be in Palliative Care: an analysis of statements on practice and ethics expressed by the main Health Organization". BMC Palliative Care, Vol 9 (1). p. 1-9
- Agledahl, K.M. et al. (2011) "Courteous but not curious: how doctors' politeness masks their existential neglect". J Med Ethics, Vol 37. p. 650-654.
- Johansson, C.M. et al. (2012) "Living in the Presence of Death: An Integrative Literature Review of Relatives' Important Existential Concerns when Caring for a Severely Ill Family Member". The Open Nursing Journal, Vol. 6. p. 1-12.
- Mantegna, G. et al. (2013) "Long-term prospective longitudinal evaluation of emotional distress and quality of life in cervical cancer patients who remained disease-free 2-years from diagnosis". BMC Cancer, Vol. 13 (127). p. 1-8.
- 31. Palmer, L. et al. (2012) "Severe breastfeeding difficulties: Existential lostness as a mother Women's lived experiences of initiating breastfeeding under severe difficulty". *Int J Qualitative Stud Health Well-being*, Vol. 7.
- Cavers, D. et al. (2012) "Social, psychological and existential wellbeing in patients with glioma and their caregivers: a qualitative study". Canadian Medical Association Journal, vol. 184 (7). p. E373-E382.
- Greer, J.A. et al. (2010) "Tailoring Cognitive-Behavioral Therapy to Treat Anxiety Comorbid with Advanced Cancer". J Cogn Psychother, Vol. 24 (4). p. 294-313.
- Guo, Z. et al. (2013) "The benefits of psychosocial interventions for cancer patients undergoing radiotherapy". Health and Quality of Life Outcomes, Vol. 11 (121). p. 1-12.
- 35. Hoerger, M. et al (2013) "Values and options in cancer care (VOICE): study design and rationale for a patient-centered communication and decision-making intervention for physicians, patients with advanced cancer, and their caregivers". *BMC Cancer*, Vol. 13 (188), p. 1-14.
- McLean, M. et al. (2011) "What am I going to say here?-The
 experiences of health care professionals communicating with
 patients in a cancer unit. Frontiers in Psychology", doi:
 10.3389/fpsyg.2011.00339.
- 37. Pollock, K. & Grime, J. (2002) "Patients' perceptions of entitlement to time in general practice consultations for depression: qualitative study". BMJ, Vol. 325. p. 1-6.
- Coffee with Dr.Karan. (2014) Times of India. [Online] Available from http://timesofindia.indiatimes.com/india/Coffee-with-Dr-Karan-Patients-are-now-discussing-health-fears-with-doctors-over-acuppa/articleshow/33983401.cms. [Accessed: 11th May 2014]