

Title	裏表紙
Sub Title	
Author	
Publisher	
Publication year	1972
Jtitle	三田商学研究 (Mita business review). Vol.15, No.3 (1972. 8)
JaLC DOI	
Abstract	
Notes	
Genre	
URL	<a href="https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=AN00234698-19720830-03958911">https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=AN00234698-19720830-03958911</a>

慶應義塾大学学術情報リポジトリ(KOARA)に掲載されているコンテンツの著作権は、それぞれの著作者、学会または出版社/発行者に帰属し、その権利は著作権法によって保護されています。引用にあたっては、著作権法を遵守してご利用ください。

The copyrights of content available on the KeiO Associated Repository of Academic resources (KOARA) belong to the respective authors, academic societies, or publishers/issuers, and these rights are protected by the Japanese Copyright Act. When quoting the content, please follow the Japanese copyright act.

# MITA BUSINESS REVIEW

Published by SOCIETY OF BUSINESS AND COMMERCE  
KEIO UNIVERSITY, Mita, Minatoku, Tokyo, Japan  
A Special Issue to the Memory of Professor Yasura Suzuki

## CONTENTS

Preface .....	I
<i>Ichirō Kataoka</i> : Dr. Yasura Suzuki — His Profile and Contributions towards Marketing Science .....	III
<b>Articles</b>	
<i>Ryōichi Suzuki</i> : About the Regional Planning of Labour Force in Japan .....	1
<i>Takashi Shiraishi</i> : Economic Development and Foreign Trade Policy of Brazil .....	12
<i>Ichirō Kataoka</i> : A Study of Retail Price Maintenance in the United States — the origin of retail price cutting and the actions taken by manufacturers — .....	29
<i>Shōji Murata</i> : A Study on Quality of Life — Consumerism and Societal Marketing System — .....	37
<i>Keizaburō Asai</i> : Reconsideration on the Retailing Innovation — Life Cycles and Communications in Franchising — .....	60
<i>Takeshi Shimizu</i> : Marketing Science and the Analytical Framework .....	80
<i>Kazuyoshi Hotta</i> : The Emergence of "Home Market": A Study on the Development of Marketing .....	95
<i>Shigeto Konishi</i> : An Ecological and Behavioral Model for Retail Competitive Behavior .....	116
<i>Hideo Hida</i> : A Preliminary Essay on the Dynamic Pricing Policy under the Condition of Product Differentiation .....	135
Book Review .....	