



Pharmaceutical Marketing

By Brent L. Rollins, Matthew Perri

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Pharmaceutical Marketing will provide students and new industry professionals with a thorough overview of the general principles of marketing including marketing as a process, marketing effectiveness in the pharmaceutical environment, and coverage of marketing brand and generic drugs with special emphasis on direct-to-consumer advertising and the impact of social media and technology. Two unique chapters of the text are Chapter 10 Social Media, which addresses exactly what Social Media is, how it is currently being used within the industry, and how it should be used from the manufacturer's perspective; and Chapter The New 4 P's of Pharmaceutical Marketing takes a unique look at how the Internet and mobile technology has shaped the pharmaceutical industry and shifted the promotion paradigm to these current "P's" - Predictive modeling/analysis, Personalization, Peer-to-peer networking and Participation. Pharmaceutical Marketing examines the current pharmaceutical marketing environment from both an academic and practical perspective with a focus on providing practical applications of all material discussed according to the perspectives of various market segments including industry, community, and institutional pharmacy, as well as the practicing pharmacist. Key Features • "Case in Points" - Multiple examples per chapter illustrate key concepts with a real-life or hypothetical example • Discussion Questions – 10 questions per chapter to facilitate active learning and student participation • Unique Chapters - Social Media and The New 4 P's of Pharmaceutical Marketing * Each new text includes an access code for the Student Companion Website. Electronic and eBook formats do not include access to the Companion Website.

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