



Pharmaceutical Marketing: Strategy and Cases

By Mickey C. Smith

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Reflecting the fascinating and dramatic changes in pharmacy, pharmaceutical education, and the pharmaceutical industry in recent years, this authoritative volume focuses on the practice of marketing both prescription and nonprescription medications. In a dozen comprehensive chapters, author Mickey Smith highlights the economic social, and legal aspects of marketing pharmaceutical products, examines the consumers and prescribers, and explores successful marketing, pricing, and distributions strategies. The text explains in detail how marketing is conducted, gives examples of successful marketing, and presents "real world" cases to illustrate the technical points. Written from the industry perspective, Pharmaceutical Marketing enables those involved in marketing on a daily basis to greater understand the functions of pharmaceutical marketing and consequently, plan more carefully and accurately, their marketing strategies. Those entering the field of marketing pharmaceutical products--sales people, assistant product managers, marketing staff--and government policymakers in the drug field, will gain a greater understanding of the industry. You will benefit from the information on the marketing mix--product, promotion, distribution, and pricing; marketing environments; corporate and competitive analysis; and market and marketing research as presented in this unique book. An invaluable reference for anyone involved in pharmaceutical marketing, this excellent book will be of great benefit not only to market researchers but also to chain-store executives, wholesale executives, and detail men, especially those new to these positions. In addition the book will serve as a good text for graduate and undergraduate students in pharmaceutical marketing programs. Although consciously directed at those who would or do practice pharmaceutical marketing, this highly readable book will also provide an understanding of the functions of pharmaceutical marketing for nonpractitioners as well.

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