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## Global Issues in Pharmaceutical Marketing

*Lea Prevel Katsanis*

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Global Issues in Pharmaceutical Marketing presents a balanced, research-based perspective combined with a practical outlook on the current issues faced by the ethical, biotech, and generic segments of the pharmaceutical industry. It integrates an analytical approach with a global view to examine such issues as market access, digital marketing, emerging markets, branding, and more. The book covers not only the North American and Western European markets, but focuses on non-Western markets, such as Latin America and Asia. Each chapter is written as an individual essay about a given issue, and where relevant, original cases are provided to illustrate how these issues are currently managed by the global industry. This book offers a thoughtful and thorough description of the industry's current

situation and integrates the latest scholarly and industry research from different disciplines in one place for convenient reference. It may be used in the following ways: To stimulate class discussions and inspire new streams of research for academics and graduate students; To introduce the industry to those interested in a career, to orient new industry hires, or to provide experienced practitioners with current research that will enhance their knowledge; To provide an understanding of the industry for those in the healthcare sector, such as physicians, pharmacists, as well as medical and pharmacy students; and To present recent and relevant research for those in government, public or private payers, and public policy environments to facilitate their decision making. This book will prove to be a useful resource and an important source of information for academics and their students, professionals, and policymakers around the world.

"Global Issues in Pharmaceutical Marketing is a valuable tool for lobbyists, politicians, journalists, students, professors and those in the industry. Its usefulness as a primer for new hires and students of the industry is clear. However, its thought provoking coverage will be helpful to decision makers as they chart the course of their organizations." Dennis Pitta, Professor of Marketing, J. William Middendorf Chair in Business, University of Baltimore "It is refreshing to see one of the top academic researchers in the area providing such a good overview of pharmaceutical marketing in one single point, a book. This book is providing good insights to the special characteristics of the context, including the characteristics of the industry, the environmental forces, the structure of the healthcare system and the industry self-regulation and reputation. It also discusses appropriate marketing practices for success in the pharmaceutical sector both traditional, such as marketing organisation, branding and traditional marketing communications, and new, such as consumer digital communication channels. The content and the academic rigor of the book make it an excellent read for various audiences, including practitioners in the area, individuals interested on the effects of the context and the environment of the development of marketing strategies, as well as students who want to understand how the tools they are encountering in other courses are applied in a real context. It is just an excellent book to have and draw real examples from." Dr Cleopatra Veloutsou, Co-Editor in Chief; Journal of Product and Brand Management

About the Author  
Lea Prevel Katsanis is a Professor in the Department of Marketing at the John Molson School of Business, Concordia University, Canada. Prior to her academic career, she worked in the US, international, and subsidiary operations of three global pharmaceutical companies. She has published numerous articles in outlets, such as the International Journal of Pharmaceutical and Healthcare Marketing, Health Marketing Quarterly, Journal of Product and Brand Management, Journal of Consumer Marketing, and International Marketing .