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works, bad marketing never succeeds for long—and neither does bad medicine.”

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Pharmaceutical Marketing - GBV

Pharma marketing refers to the marketing of drugs and medical devices by private and public organizations to doctors, clinicians and consumers. With the average American spending \$1,000

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on drugs a year, marketing is a top priority for the major players in the pharmaceutical industry.

Pharma Marketing: How to Successfully Market in the Pharma

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Marketing to health-care providers takes three main forms: activity by

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pharmaceutical sales representatives, provision of drug samples, and sponsoring continuing medical education (CME). The use of gifts, including pens and coffee mugs embossed with pharmaceutical product names, has been prohibited by PHRMA ethics guidelines since 2008.

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...

According to The Marketing Mix:
“Promotion is a very important
component of marketing as it can boost
brand recognition and sales. Promotion
is comprised of various elements like the

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sales organization, public relations, advertising, and sales promotion.”

Marketing principles – 7Ps. Not all marketing principles consist of the 4Ps.

What are marketing principles?

Definition and examples

“Pharmaceutical Marketing: Principles, Environment, and Practice” (Haworth

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Practice) is the fifth in a series for Smith, an F.A.P. Barnard Distinguished Professor of pharmacy administration and director of the Center for Pharmaceutical Marketing and Management in the UM School of Pharmacy.

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