



Pharmaceutical Marketing: Principles, Environment, and Practice

Eugene Mick Kolassa, James Greg Perkins, Bruce R Siecker

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Explore the nuts and bolts of marketing pharmaceuticals today!

Written by leading authorities in the field, *Pharmaceutical Marketing: Principles, Environment, and Practice* is the fifth in Dr. Mickey Smith's series of books on the subject which began in the 1960s. In this extraordinary book, he and his co-authors examine the principles of marketing pharmaceuticals, describe the environmental factors that affect their application, and show how these principles can be applied in response to those factors in practice.

From the history and development of marketing pharmaceuticals to channel systems, legal requirements, budgeting, and product placement, this essential volume is a comprehensive text that will help students prepare for successful careers in this expanding field.

From editor Mickey Smith: *“Looking back on 40 years of experience, I’ve recently begun saying that most of the things I knew about pharmaceutical marketing over the years that made me so smart are not true anymore. But the fact is that the principles of marketing are as true as they were when they appeared in my first book (published in 1968). What has changed, and had to change, was the way the principles are applied.*

“This book is based on the premise that marketing follows certain principles and that pharmaceutical marketing is affected by a variety of environmental influences which lead to a rich array of marketing practices. These practices are presented to demonstrate how the successful application of marketing principles—with appropriate adaptation to environmental forces—can lead to success in the marketplace. Failures are also presented.”

This well-referenced book explores and explains the principles and practical application of vital elements of pharmaceutical marketing, including:

- product pricing—with sections on trends, competition, reimbursement programs, public policy, and more
- research and development—including strategies relating to new products, product scope, positioning and repositioning, product elimination, diversification, and a fascinating case study about Ibuprofen
- promotion—rational and nonrational appeals, advertising prescription drugs to consumers, strategic choices among media types, budgeting, and more
- place factors, channel systems, physical distribution, and specialists
- and much more!

Ideal for anyone entering or studying the pharmaceutical industry, *Pharmaceutical Marketing: Principles, Environment, and Practice* is a one-stop source of reliable knowledge that you’ll refer to again and again! In the editor’s words, *“Good marketing leads to good medicine. Exceptions exist, but when the system works, bad marketing never succeeds for long—and neither does bad medicine.”*

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