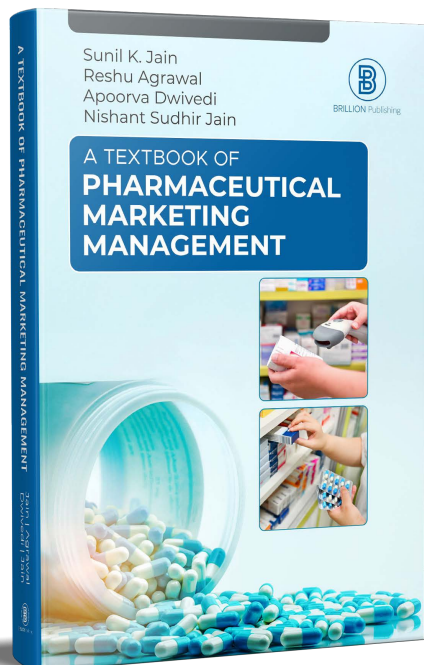




BRILLION Publishing

A TEXTBOOK OF PHARMACEUTICAL MARKETING MANAGEMENT



ISBN: 978-93-48542-49-6

e-ISBN: 978-93-48542-73-1

Pages: 182

2025

 **Printed Copy**

Paperback ₹ 595/-

A book on pharma marketing management serves as an indispensable resource for professionals, students, and stakeholders in the pharmaceutical industry. The pharmaceutical sector operates within a highly regulated and competitive environment, where effective marketing strategies can significantly impact business success, patient outcomes, and market positioning. Such a book provides comprehensive insights into the unique aspects of pharmaceutical marketing, including regulatory compliance, product life cycle management, market research, and consumer behavior.

By covering topics like product decision, sales promotion, digital marketing, and marketing channels, and pricing, the book equips readers with practical tools to navigate the complexities of the market. It addresses critical issues such as pricing strategies, ethical considerations, and the integration of technology, enabling marketers to create targeted campaigns that resonate with healthcare providers and patients alike.

Furthermore, a well-crafted pharma marketing management book bridges the gap between theory and practical aspects for students and professionals. It fosters innovation and strategic thinking, empowering professionals to adapt to evolving market trends, such as personalized medicine and digital health.

This book covers all the topics in single book recommended in new B.Pharm Syllabus of PCI [VIII Semester BP803ET: PHARMA MARKETING MANAGEMENT (Theory)] as per the Revised Regulations for B.Pharm Degree Program (CBCS) of the Pharmacy Council of India, New Delhi; effective from the Academic year 2016-17. This book is having more advanced knowledge as compared to other books available in market. This book is also very much useful for students for all undergraduate students studying Multi-Disciplinary Course (MDC) as per new education policy (NEP-2020). Major strength of this book is that it is written in very simple language to understand by pharmacy students.

Salient Features of a Pharma Marketing Management Book

- Advanced knowledge about newer aspects of marketing such as digital marketing, social media engagement, and data-driven decision-making.
- As per New PCI syllabus for B.Pharm. VIII sem students and suitable for all undergraduate students studying Multi-Disciplinary Course (MDC) as per new education policy (NEP-2020).
- Better presentation of chapters and contents.

These features make the book a valuable guide for professionals aiming to excel in the dynamic and highly regulated pharmaceutical marketing landscape

**Sunil K. Jain | Reshu Agrawal
Apoorva Dwivedi | Nishant Sudhir Jain**

(Contents)

- Marketing
- Pharmaceutical Market
- Product Decision
- Promotion
- Pharmaceutical Marketing Channels
- Professional Sales Representative (PSR)
- Pricing
- Emerging Concepts in Marketing

For e-version of the book or sample chapter for personal perusal contact:
info@brillionpublishing.com
www.brillionpublishing.com

ISBN: 978-93-48542-49-6

