Change The Hierarchy Of Priorities

Patent and Trade Disparities in Developing Countries

This book looks at the experiences of different latecomer countries in promoting sustainable health innovation systems to cater to local needs, presenting empirical findings from India, Bangladesh, Vietnam, Kenya, Tanzania and Nigeria.

Global Issues in Pharmaceutical Marketing

The Winning Manager

The purpose of this title is to address some of the complex and controversial issues posed by pharmaceutical marketing. Specifically, articles in this work will address the impact of direct-to-consumer advertising of drugs, the marketing of drugs over the Internet, pharmaceutical companies' marketing policies, and the marketing of herbal products, which are not regulated by the United States Food and Drug Administration (FDA). Hopefully, it will provide many new insights into the benefits and pitfalls of pharmaceutical marketing. Originally published as Journal of Consumer Marketing (2005, Vol.22, No.7)
Asian Biotech

The word CRM had gained a different connotation in the industry. The book written by Shailendra Tripathi, a rich industry experienced sales & marketing professional and a management teacher explains the real meaning and relevance of CRM in pharmaceutical and healthcare business driving the importance of customer centricity over product centricity and thereby creating a long term partnership over transactional relationship. The book captures history of global pharmaceutical business and how Indian Pharmaceutical and Health Care evolved from the era of Charak and Sushruta to modern era, Indian healthcare system and emerging trends, evolution of CRM from pre-World War era to Modern era. The book addresses the challenge of customer defection and switching to competitors’ brand. It talks about various strategic tools for identifying right customers for CRM, Retain and Enhance the profitable business from them. The economics of CRM has been simplified for better understanding and terms like Net Present Value of future profit from customer and its relevance, decision to customer targeting and selection based on Choice Matrix, running loyalty program for different set of customers based on Loyalty Matrix. The concept of Activity Based Costing is simplified and explained how it can be applied in marketing for better return. How to create a superior customer experience, specially in an industry where execution has been a black spot. Therefore measurement of marketing effectiveness has been subjective. The book has captured various CRM tools and features of Sales Automation and Marketing Automation systems. You can learn about creating a quality content and superior customer experience, increasing the overall marketing effectiveness that is the need of the hour.

Reconfiguring Global Health Innovation

This authoritative volume examines the major laws, regulations and guidelines related to pharmaceutical product development in China. With a focus on patent, clinical and registration strategies, the book helps Western companies introduce their clinical drugs to the Chinese market, determine a strategic path and bridge the gap for regulatory and legal differences between China and the Western world. For a better understanding of the drug registration process, it explores the differences between the China Food and Drug Administration (CFDA)—including its regulations and registration procedures—and those of the Western world. The volume discusses disparities between China's application requirements compared to Western standards to make it easier for companies to prepare their application packages. It also provides detailed commentary on CFDA guidelines in reference to clinical trial (IND) and market application (NDA) requirements. Overall, this book offers guidance for Western companies aspiring to expand into China’s pharmaceutical market in hopes that they may gain a fundamental understanding of its rules and complexities in order to ensure a smooth transition and prevent future issues.

Marketing Management, 2nd Edition

The book begins with a brief overview of Indian and Global Pharmaceutical Market. It discusses unconventional topics related to pharmaceutical marketing. Most of the chapters like Segmentation, Promotional Mix, Consumer Behaviour and Pricing etc, explain the basic concepts with an emphasis on the Pharma perspective. Chapters are updated with recent developments in those fields. Clinical Research has always been under scan, the chapter on clinical research covers the latest amendments and discusses the future trends. Chapter Cosmeceutical gives an overview of Cosmeceutical market scenario and the growth drivers. The book includes a brief note on Ethics.
Strategic Aspects of Indian Pharmaceutical Industry

Similarly, almost all of these regimes provide generalized solutions that developing countries tend to denounce as ill-fitting.

Approaching China's Pharmaceutical Market

International Pharmaceutical Marketing is an authoritative study of the world pharmaceutical industry from a marketing perspective. Dr. Pradhan, a respected expert in pharmaceutical economics, provides a broad-based discussion of the subject, including international marketing and organization, exporting, investing and licensing, product registration, patents, and new drug development. International pharmaceutical market research, product and pricing policy, promotional activities, and distribution systems are investigated and described in detail. Finally, the author focuses on the operations of the drug industry in twenty selected nations. Background, data, and analysis relevant to the unique characteristics of the industry provide the information necessary to analyze international marketing problems and formulate strategies and policies.

CRM in Pharmaceutical and Healthcare Marketing

This book presents an extensive study on the effectiveness of recent regulations on pharmaceutical prices in India, exploring the weaknesses in the design and implementation of pharmaceutical price controls and investigating what can be done to fix the broken system. In addition, it examines the extent to which essential medicines are actually made affordable by price controls. The book argues that companies make the pharmaceutical price control regime largely ineffective by coordinating to increase pre-regulation prices; by diversifying horizontally away from the regulated markets and increasing prices in the unregulated markets; by manipulating trade margins; and by refusing to comply with the regulation because the penalties remains negligible. The book draws on extensive empirical research involving India's 2013 Drug Price Control Order and widely-used medicines such as paracetamol and metformin to illustrate how firms have weakened regulation. It argues that the regulatory regime can be strengthened by using systematic analysis of product- and region-level data in the Indian pharmaceutical industry, and by screening for the strategies that firms currently employ to circumvent regulation. In closing, it discusses recent efforts to strengthen the implementation of price controls in India and expanding the scope of price controls to medical devices.

World Class in India

With 40% of the world population, China and India rank among the world's most important economies. They are already potential markets that neither multinational firms nor smaller companies can afford to ignore. Both economies are opening up to the outside world, production and incomes are growing as is consumer demand, and foreign direct investment (FDI) is being encouraged. This excellent collection provides the latest research findings concerned with the analysis of economic performance and business strategies of firms operating in these markets.

Marketing: een kennismaking
Papers presented at the Third National IT Conference.

An Exploratory Study of the Marketing Adaptation of U.S. Business Firms Operating in India

Globalization has proliferated business with numerous challenges and opportunities, and simultaneously at other end the growth in economy, population, income and standard of living has redefined the scope of business and thus the business houses approaches. A highly competitive environment, knowledgeable consumers and quicker pace of technology are keeping business enterprises to be on their toes. Today management and its concepts have become key for survival of any business entity. The unique cultural characteristics, tradition and dynamics of consumer, demand an innovative management strategy to achieve success. Effective Management has become an increasingly vital ingredient for business success and it profoundly affects our day-to-day life. Today, the role of a business houses has changed from merely selling products and services to transforming lives and nurturing lifestyles. The Indian business is changing and so do the management strategies. These changing scenarios in the context of globalization will bestow ample issues, prospects and challenges which need to be explored. The practitioners, academicians and researchers need to meticulously review these aspects and acquaint them with knowledge to sustain in such scenarios. Thus, these changing scenarios emphasize the need of a broad-based research in the field of management also reflecting in management education. This book is an attempt in that direction. I sincerely hope that this book will provide insights into the subject to faculty members, researchers and students from the management institutes, consultants, practicing managers from industry and government officers.

India's Healthcare Industry

Applied Markets


Pharmaceutical Marketing Management

Globalising Everyday Consumption in India

Trends, Challenges & Innovations in Management - Volume III

Providing the first overview of Asia’s emerging biosciences landscape, this timely and important collection brings together ethnographic case
studies on biotech endeavors such as genetically modified foods in China, clinical trials in India, blood collection in Singapore and China, and stem-cell research in Singapore, South Korea, and Taiwan. While biotech policies and projects vary by country, the contributors identify a significant trend toward state entrepreneurialism in biotechnology, and they highlight the ways that political thinking and ethical reasoning are converging around the biosciences. As ascendant nations in a region of postcolonial emergence, with an “uncanny surplus” in population and pandemics, Asian countries treat their populations as sources of opportunity and risk. Biotech enterprises are allied to efforts to overcome past humiliations and restore national identity and political ambition, and they are legitimized as solutions to national anxieties about food supplies, diseases, epidemics, and unknown biological crises in the future. Biotechnological responses to perceived risks stir deep feelings about shared fate, and they crystallize new ethical configurations, often re-inscribing traditional beliefs about ethnicity, nation, and race. As many of the essays in this collection illustrate, state involvement in biotech initiatives is driving the emergence of “biosovereignty,” an increasing pressure for state control over biological resources, commercial health products, corporate behavior, and genetic based-identities. Asian Biotech offers much-needed analysis of the interplay among biotechnologies, economic growth, biosecurity, and ethical practices in Asia. Contributors: Vincanne Adams, Nancy N. Chen, Stefan Ecks, Kathleen Erwin, Phuoc V. Le, Jennifer Liu, Aihwa Ong, Margaret Sleeboom-Faulkner, Kaushik Sunder Rajan, Wen-Ching Sung, Charis Thompson, Ara Wilson

Pharmaceutical Marketing in the 21st Century

This book analyzes the historical development and current state of India's healthcare industry. It describes three sets of institutions that deliver healthcare services, finance these services, and manufacture products used in these services. These institutions provide healthcare (hospitals, physicians, pharmacies, and diagnostic laboratories), pay for healthcare (individuals who pay out-of-pocket, insurance companies, community insurance schemes, government ministries) and produce the technology used in healthcare delivery (pharmaceuticals, biotechnology, and medical devices). The volume also discusses innovative efforts to raise capital for the development of these sectors. Finally, it includes three interesting case studies of innovative models of healthcare delivery (L. V. Prasad, A ravind, and V aatsalya), as well as analyses of other innovative organizations like Narayana Hrudalayaa and the hospital chains. The contributors to the volume include Wharton faculty members, graduates of Wharton's healthcare MBA program, and executives and consultants from India.

It Enabled Practices And Emerging Management Paradigms

Changing the Hierarchy of Priorities for prescriptions by the Doctor is the most important aspect that drives sales and revenues. The adaptations, skills and techniques needed penetrate the subconscious mind and achieve this in an over-communicated scenario are elaborated.

China and India

This volume reports the results of the large international ‘M N Emerge’ research project, financed by the European Commission, and provides an understanding of the impact of multinational enterprises on United Nations Millennium Development Goals and successive Sustainable Development Goals in developing countries.
History of Science, Philosophy and Culture in Indian Civilization: pt. 1. Science, technology, imperialism and war

Multinational Enterprises and Sustainable Development

This textbook introduces students to the important concepts of global marketing today, and their managerial implications. Designed to be shorter than many other textbooks, Global Marketing focuses on getting to the point faster. Increasingly, marketing activities must be integrated at a global level. Yet, the enduring influence of culture requires marketers to adapt local strategies in light of cultural differences. Global Marketing takes a similar strategic approach, recognizing the need to address both the forces of globalization and those of localization. Other key features include: Coverage of often overlooked topics, such as the competitive rise of China’s state-owned enterprises; the importance of diasporas as target markets; and the emerging threat to legitimate marketers from transnational criminal organizations A chapter dedicated to understanding global and local competitors, setting the stage for ongoing discussion of both buyers and competitors in an increasingly competitive global marketplace Extensive real-life examples and cases from developed and emerging markets, including insights into the often-overlooked markets of Africa, Latin America, and the Middle East Written in a student-friendly style, previous editions have received praise from both students and instructors. This edition continues to build on this strong foundation, making this the book of choice for students of global marketing classes.

Textbook of Biotechnology

This text discusses how companies create competitive advantage through strategic marketing. Using established frameworks and concepts, it examines aspects of marketing strategy and thinking. It provides examples to facilitate the understanding of theoretical concepts.

The Pharmaceutical Industry in India and Hungary

World Bank Technical Paper No. 376. Roads are agents of change and can be responsible for both benefits and damage to the existing balance between people and their environment. This handbook examines specific road projects ranging from minor rehabilitation and maintenance activities on existing roads to major works on new alignments. It provides a description of practical methods for designing and executing effective environmental assessments that are useful to those who are involved in various aspects of road projects, from planning to construction to maintenance.

Pharmaceutical Marketing in India

The book integrates marketing concepts with the uniqueness of the pharmaceutical marketplace in a refreshingly simple, direct and reader-friendly style. Comprehensive in its coverage and versatile in its treatment, the book assesses the Pharmaceutical Industry in the Indian context in an international perspective. The focus of the book is clearly and sharply on practice, application and hands-on experience. Providing experiential insights are the seventy one case studies discussed throughout the book showing how some companies have
successfully applied the enduring, innovative marketing concepts and reaped rich dividends and some others have paid dearly for not exploiting the dormant opportunities lying at their doorsteps.

The Rx Factor: Strategic Creativity in Pharmaceutical Marketing

The book studies the pharmaceutical industry of India. It is one of the most successful stories of economic expansion and improvements in public health. Indian firms have made access to quality medicines possible and affordable in many developing countries. Indian pharmaceuticals are also exported on a large scale to the United States and other highly regulated markets. A wave of mergers, acquisitions and tie-ups point to growing integration between Indian firms and global pharma multinationals.

The Indian Pharmaceutical Sector

The Indian pharmaceutical market ranks as the world's third largest in terms of volume, and has been growing at an annual rate of over 10 per cent over the last decade. Pharmaceutical policy in India is perceived primarily from an industrial perspective rather than a health sector priority, and is governed by a complex variety of laws and policies. This report reviews recent policy initiatives and their economic and health sector implications. It considers the profound gap that exists between the benefits which pharmaceuticals have to offer, and the reality that for millions of poor people in India medicines are often unaffordable, unsafe or improperly used. The report outlines some strategic options that could strengthen India's ability to ensure the availability, affordability, quality and rational use of essential medicines on a sustainable basis, using a mix of public and private sector resources.

Relationship between R&D and Financial Performance in Indian Pharmaceutical Industry

The pharmaceutical industry is one of today’s most dynamic and complex industries, involving commercialization of cutting-edge scientific research, a huge web of stakeholders (from investors to doctors), multi-stage supply chains, fierce competition in the race to market, and a challenging regulatory environment. The stakes are high, with each new product raising the prospect of spectacular success—or failure. Worldwide revenues are approaching $1 trillion; in the U.S. alone, marketing for pharmaceutical products is, itself, a multi-billion dollar industry. In this volume, the editors showcase contributions from experts around the world to capture the state of the art in research, analysis, and practice, and covering the full spectrum of topics relating to innovation and marketing, including R&D, promotion, pricing, branding, competitive strategy, and portfolio management. Chapters include such features as: A n extensive literature review, including coverage of research from fields other than marketing · an overview of how practitioners have addressed the topic · introduction of relevant analytical tools, such as statistics and ethnographic studies · suggestions for further research by scholars and students The result is a comprehensive, state-of-the-art resource that will be of interest to researchers, policymakers, and practitioners, alike.

The Winning Manager

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.

The Politics of the Pharmaceutical Industry and Access to Medicines

Global Marketing

This book brings together historical and ethnographic perspectives on Indian consumer identities. Through an in-depth analysis of local, regional, and national histories of marketing, regulatory bodies, public and domestic practices, this interdisciplinary volume charts the emergence of Indian consumer society and discusses commodity consumption as a main feature of Indian modernity. The nationalist discourse was formed by starting with the morality of consumption patterns feeding into middle-class identity; the chapters demonstrate how different strata of society were targeted as markets for everyday commodities associated with global lifestyles early on. A section of the book illustrates how a new group of professionals engaged in advertising trying to create a market shaped tastes and discourses and how campaigns provided a range of consumers with guidance on ‘modern lifestyles’. Chapters discussing advertisements for consumables, like coffee and cooking oil, show these to be part of new public cultures. The ethnographic chapters focus on contemporary practices and consumption as a main marker of class, caste and community. Throughout the book consumption is shown to determine communal identities, but some chapters also highlight how it reshapes intimate relationships. The chapters explore the middle-class family, microcredit schemes, and metropolitan youth cultures as sites in which consumer citizenship is realised. The book will be of interest to readers from a range of disciplines, including anthropology, history, geography, sociology, South Asian studies, and visual cultures.

Pharmaceutical Management

Regulating Pharmaceutical Prices in India
Pharmaceutical Marketing in the 21st Century helps professionals in the pharmaceutical field anticipate and prepare for market changes and advances, and it guides them in adjusting their marketing strategies to remain competitive in the coming era. Ideal for product managers, planners, and strategists, this book puts the past twenty years of pharmacy into perspective and uses it as a basis for predicting the next twenty years. Internationally relevant, this book is now available in Japanese! Distinguished contributors provide a formal conjecture on the nature of various aspects of pharmaceutical marketing in the early part of the 21st century. Utilizing their experience and expertise, they provide pharmaceutical professionals with guidelines for marketing in the coming years. Readers gain insight into what the future may hold in these areas: pricing, product development, distribution, promotion, retailing, market research, and other areas. Experts who make professional speculations in Pharmaceutical Marketing in the 21st Century include these among others: William R. Mattson, Jr. (President, The Mattson Jack Group, St. Louis) and Evan G. Dick (Vice President and General Manager, MedStrategy Management Reports, St. Louis). They compare pharmaceutical marketing of 20 years ago with that of today and use the comparison as a basis for making projections 20 years into the future.

David W. Newton (Albany College of Pharmacy). He predicts an increased importance and possible necessity of the pharmacist's role in direct/indirect patient care services. Jerome A. Reinstein (industry consultant and Director-General, World Federation of Proprietary Medicine Manufacturers, London). He explores the increasing number of prescription drugs becoming available over the counter. Pharmaceutical marketers and benefits managers, regulatory officials, drug product managers, advertising agency executives, and politicians will find Pharmaceutical Marketing in the 21st Century a must read as they work today in preparation for the future of pharmaceutical care and marketing.

Emerging Economies and the Transformation of International Business

This is not a standard book on management. It does not attempt to take the reader through the process of planning, forecasting, organising, delegating, motivating, monitoring, controlling and communicating in a sequential order, as in Fayol's wheel of managerial functions. Instead, it goes 'beneath the skin' of management as it were, to discuss issues that are not normally dealt with either in speech or in writing.

Marketing Adaptation of U.S. Business Firms in India

Innovation and Marketing in the Pharmaceutical Industry

The economic power of Brazil, Russia, India and China (BRICs) is rapidly increasing, changing the landscape of global economics and politics. Top scholars of international business address in this vital volume the markets, strategy implications, challenges and possibilities of this new economic reality. As these four nations acquire greater economic clout, the opportunities for other countries increase. The contributors describe the favorable circumstances these evolving economies could provide for the US and other countries, such as expanded markets and services, higher returns on investments, and new partners in building a more peaceful and prosperous world. In contrast, they also discuss risks to traditional industries and possible challenges to positions on human rights and intellectual property protections, environmental standards, free markets and democratic governments. The volume emphasizes the need for companies to adopt strategies to stay ahead in the changing business environment. Governments must also design and implement new policies geared toward mutually beneficial relationships.
with BRICs. This enlightening study will be of great interest to students and scholars of international business. Executives of large companies will find it of great practical use when planning their organization’s future strategies.

International Pharmaceutical Marketing

The author of this volume pulls together his decades of experience as a business consultant to draw up a step-by-step progression of corporate life. He discusses: the concept of a career design, choosing the correct employer and adjusting to a new environment; people skills; mentorship and its importance in growth and success in a corporate environment; the value of lifelong learning, open communication and time management; and communication skills, decision-making, creativity and ethics in an organizational framework.

Strategic Marketing

Pharmaceutical Marketing

Marketing is a way of doing business. It is all pervasive, a part of everyone’s job description. Marketing is an expression of a company’s character, and is a responsibility that necessarily belongs to the whole company and everyone in it.