

Pharmaceutical Marketing Research

Edition: First

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Outline: An in depth look at pharmaceutical marketing research for the pharmaceutical industry. This title is one of the RPS Pharmacy Business Administration Series which aims at covering all business aspects relating to pharmacy practice

Sales Points:

- The truly unique feature of this book is its focus on pharmaceutical/biotechnology data sources and most importantly longitudinal patient studies.
- There is no other book which specifically addresses the marketing research needs of the pharmaceutical and biotechnology industry.

Contents:

1. Overview of the marketing research department
2. Data sources
3. Data companies
4. Popular data products
5. Longitudinal patient data
6. Primary marketing research
7. Focus groups and IDIs
8. Surveys
9. ROI analysis
10. Forecasting and new product launches
11. Use of databases
12. The future of marketing research

Readership: **Primary:** Pharmaceutical and biotechnology companies who market their products; companies that sell marketing research data to pharmaceutical companies.

Secondary: Those running courses in pharmaceutical marketing research, pharmaceutical marketing and marketing research methods.

Full description:

This text covers the basic research methodologies, data sources, data companies, and most importantly provides an in depth and exhaustive look at the newest field in pharmaceutical marketing research: longitudinal patient data.

It is intended as a reference guide for established marketing researchers, and as a fundamental introductory guide for new marketing researchers. It is well known that most marketing researchers in the field enter with little prior knowledge, research methodologies or databases.

There are thousands of pharmaceutical companies worldwide and this book could serve as a house reference tool and as required reading for new researchers. The text may also have limited application in the academic market. Several colleges offer marketing degrees specializing in pharmaceuticals – the book may serve as a course book or supplemental text.

