



Results: The Future of Pharmaceutical and Healthcare Marketing (Hardback)

By Scott Weintraub, R J Lewis, Joanne McHugh

ADVANTAGE MEDIA GROUP, United States, 2015. Hardback. Book Condition: New. 234 x 157 mm. Language: English . Brand New Book. DISRUPTION CREATES OPPORTUNITY FOR THOSE WHO EMBRACE CHANGE. NEW WINNERS AND LOSERS WILL EMERGE. THIS BOOK WILL HELP YOU AND YOUR COMPANY THRIVE IN THE AGE OF DISRUPTION. The informational and technological revolutions have forever changed the practice of medicine. We analyze data in a flash and marketers deliver it with pinpoint accuracy at just the right moment. When patients put their trust in our brands and place their lives in our hands, marketers have to quickly analyze the data accessible to us so we can deliver the right information at the right time, all while navigating the complexities of industry regulations. Timely messaging through the patient journey provides marketers today with an unprecedented opportunity. We must capitalize on this opportunity in order to stay relevant and profitable in the changing landscape. Results shows you the biggest trends happening now so you can be heard above the noise, deliver meaningful value, and to build real brand loyalty to drive your pharmaceutical and healthcare marketing far into the future. This book is essential reading for developers, manufacturers, and marketers of pharmaceutical...



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