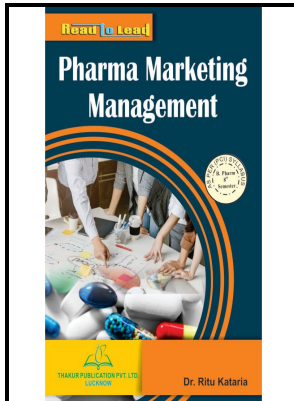


Changing role and consumerisation of pharmaceutical marketing research

- - A How



Description: -

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Notes: Thesis (M.B.A.) - Thames Valley University, School of Management, 1996.

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The same goes for the rest.

IT consumerization or bring your own device

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Their role begins right from development of a product, marketing, and post marketing strategies. So, you know, and I think it really would be really easy to draw the connection between patients stories and the doctors that helped them heal.

SIGNIFICANCE OF PHARMACEUTICAL REGULATORY BODIES

Instead, you might want to reach out to those same people through less-intrusive means such as with social media or an email newsletter. But as healthcare rules change, and more people have more control, including what choices they have and how they want to select a doctor.

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