

PHARMACEUTICAL MARKETING TRENDS

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ABSTRACT

Pharmaceutical industry is growing at a dramatic pace worldwide. As in other industries the change in marketing trends are responsible for its phenomenal growth. New methods have been tried and used by pharmaceutical marketers to get hold of their customers and opinion leaders. Among these new methods marketing through internet and electronic device is considered as the most profit yielding method. Also, pharmaceutical marketers have understood the importance of promotion of drugs to the doctors. Therefore, the industry is proactively devising marketing strategies specifically for targeting doctors. The present study has tried to explore what kind of marketing tools influence the doctors the most. This shall help marketers to make optimum use of these tools.

KEYWORD: Industry, Internet, Tools.
