



# Innovation and Marketing in the Pharmaceutical Industry: Emerging Practices, Research, and Policies (International Series in Quantitative Marketing)

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- An 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
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The result is a comprehensive, state-of-the-art resource that will be of interest to researchers, policymakers, and practitioners, alike.

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**Innovation and Marketing in the Pharmaceutical Industry: Emerging Practices, Research, and Policies (International Series in Quantitative Marketing) From Springer Bibliography**

- Sales Rank: #2167550 in Books
- Published on: 2013-11-01
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x 1.63" w x 6.14" l, .0 pounds
- Binding: Hardcover
- 768 pages

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