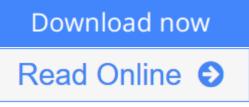
stefan Stremersch 'Editors Innovation and Marketing in the Pharmaceutical Industry

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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

• suggestions for further research by scholars and students

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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