

Contents

PART ONE: *The Pharmaceutical Market*

1. Introduction to Pharmaceutical Marketing 5
2. Identification of the Market 25
3. Market Behavior 48
4. Physician Prescribing Habits 68
5. Patient Motivation 88
6. Market Analysis 115

PART TWO: *The Pharmaceutical Product*

7. Drug Development and the Marketing-
Research Interface 141
8. Diversification and Specialization 172
9. Marketing Generic Drugs 190
10. Nonprescription Drugs 206

PART THREE: *Distribution Channels*

11. The Manufacturer 231
12. The Wholesaler 248
13. The Retailer 272
14. Hospitals and Government Agencies 301

PART FOUR: *Competitive Practices*

- 15. Economic and Competitive Aspects of the
Pharmaceutical Industry 343
- 16. Advertising 369
- 17. Detailing and Other Forms of Promotion 400
- 18. Retail Competition—The Community Level 418
- 19. International Marketing 448

PART FIVE: *Controls*

- 20. Internal Controls 459
- 21. External Controls 485

Suggested Readings 514

Index 517