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As governments seek to mitigate the cost of state-subsidised healthcare, branding in the pharmaceutical industry has become a critical issue. Drugs companies must change their methods of communication and distribution - focusing more on their direct relationship with the consumer.

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Role of marketing in pharmaceutical industry is increasing and inspiration by successful brands known from consumer goods market influenced pharmaceutical companies enough to switch their

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As governments seek to mitigate the cost of state-subsidised healthcare, branding in the pharmaceutical industry has become a critical issue. Drugs companies must change their methods of communication and distribution - focusing more on their direct relationship with the consumer. This requires fundamental changes in consumer behaviour, access to information, freedom of choice and value for money. Brands and brand values will play a leading role in this process, as has been seen with

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The significance of branding in the pharmaceutical industry

Recently, however, the pharmaceutical industry has recognized the importance and significance of branding even more and has re-structured their marketing departments to now include brand managers for their

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The Future of Branding within the Pharmaceutical Industry

Brand hierarchy has significant pharmaceutical relevance due to vast merged portfolio's that lack scope, roles and interrelationships The Future of Branding

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