

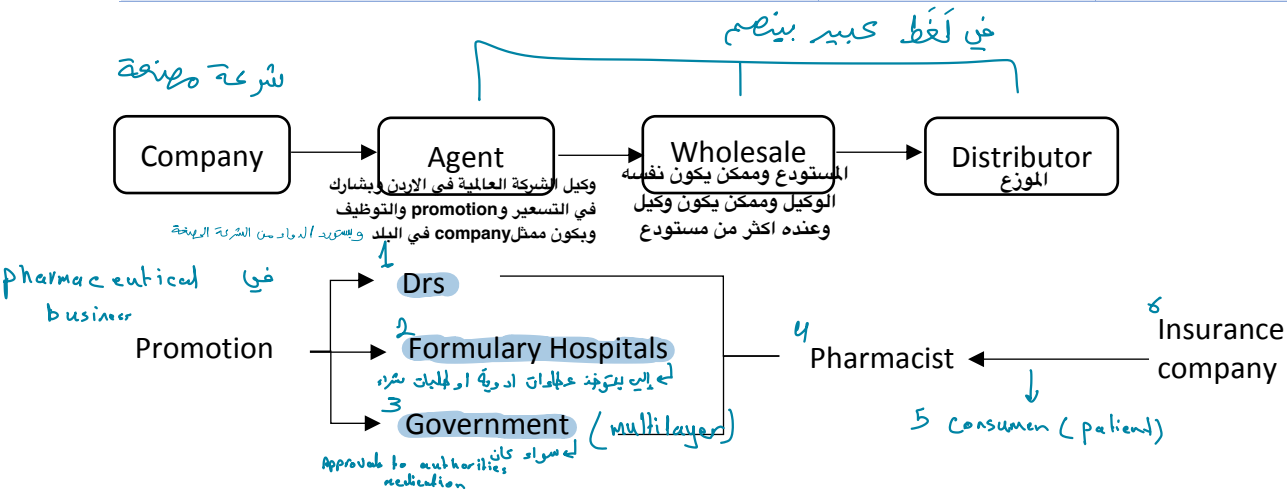


Overview Pharmaceutical Marketing Vs Regular Marketing

Comparison of Pharmaceutical to Consumer Market

the main difference between them

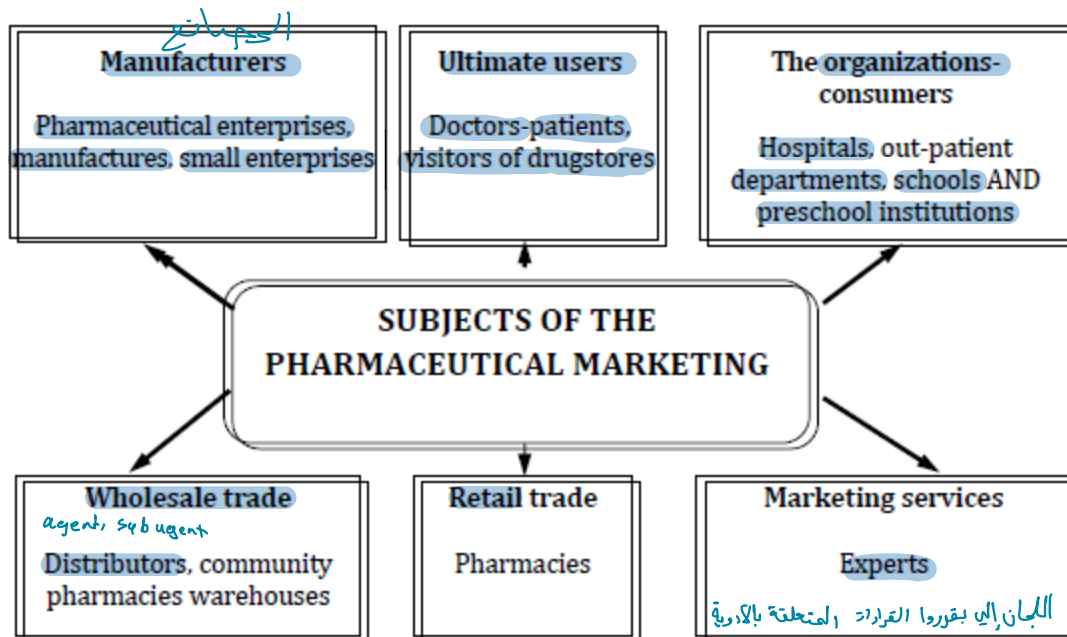
	الدكتور قرأهم Pharmaceutical marketing	Regular marketing
Many layers of customers and consumers	Yes	Less layers
The consumer in decision maker	Not true	true
The consumer pays directly for the product	Not true	True
Product brand loyalty	Higher	Lower
Importance of ethics	Higher	Lower
Degree of government regulation	Higher	Lower
Liability consideration	Higher	Lower
R&D complexity	Higher	Lower
R&D On human necessary	yes	No
R&D costs	Higher	Lower
Price sensitivity	Lower	Higher



standard marketing schools other marketing ب مقارنة ب mature هي pharmaceutical marketing



قرأهم



Transactional marketing Vs Relationship Marketing

الآن كل التوجه بصير نحو patient centralized نفس الاشئ marketing بتوجه نحو Relationship مش old school الي هو Transactional

EXHIBIT 1.4 Major Characteristics of Transactional and Relationship Marketing

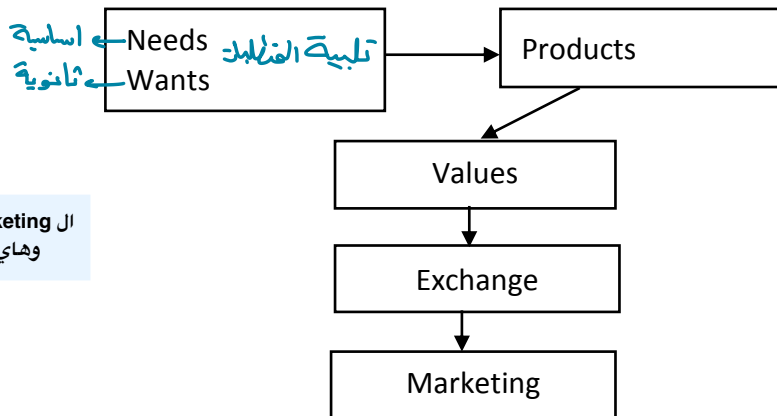
	Transactional Marketing	Relationship Marketing
Marketing Focus	Customer Acquisition	Customer Retention
Time Orientation	Short-Term	Long-Term
Marketing Goal	Make the Sale	Mutual Satisfaction
Relationship Focus	Create Exchanges	Create Value
Customer Service Priority	Low	High
Customer Contact	Low to Moderate	Frequent
Commitment to Customers	Low	High
Characteristics of the Interaction	Adversarial, Manipulation, Conflict Resolution	Cooperation, Trust, Mutual Respect, Confidence
Source of Competitive Advantage	Production, Marketing	Relationship Commitment

قرأهم

Core concept of marketing

الفكرة الرئيسية من marketing بشكل عام

ال new marketing هي بتخلق الحاجة اول بعدين بليبيها وهي most advanced school in marketing



Marketing Vs Sales