

## PHARMACEUTICAL PRODUCT BRANDING STRATEGIES%0A

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## Pharmaceutical Product Branding Strategies

Pharmaceutical companies face many complexities guiding a new drug through the development process toward the launch of the product a complicated endeavor involving numerous milestones and a large investment of human and financial resources.

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## PHARMACEUTICAL PRODUCT BRANDING STRATEGIES

PHARMACEUTICAL PRODUCT BRANDING STRATEGIES Simulating Patient Flow and Portfolio Dynamics Second Edition Mark Paich, Ph.D. Lexidyne, LLC Colorado Springs, Colorado, USA

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An Exploratory Study of Product and Brand Positioning: Typologies with Respect to Pharmaceutical Companies . Sanjivani Jayant Kumar\* KJ Somaiya Institute of Management Studies and Research,

### **Branding: When One is Not Enough | Pharmaceutical Executive**

As pharmaceutical companies look beyond core markets in search of growth, a second brand strategy can be a powerful means of maximizing value creation and revenue potential. About the authors Ram Subramanian ( [email protected] ) is a director in the life sciences practice of Simon-Kucher & Partners based in Boston, MA. Dr. Rehan Baqri ( [email protected] ) is a consultant, also in the Boston office.

### **Assessing the role of branding in the marketing of ...**

Assessing the role of branding in the marketing of pharmaceutical products in Ghana: A case of three pharmaceutical companies

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Pharmaceutical branding Logo Design is an important way of creating awareness among the public to the potential benefits of drugs and medicines. The marketing process and branding logo design give the public ready knowledge of what the product is about and thereby induces them to buy that particular product from among many other similar products in the market.

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The main purpose of branding is product identification, Pharmaceutical branding currently trails fast moving consumer goods (FMCG) due to the multiplicity and diversity of techniques employed