PREFACE

Marketing as a term having a generic understanding for mass, however when analyzed with adequate academic essence can draw further analysis which is strategic in nature. In Indian context when we put forward the proposition on pharmaceutical marketing practices, common perception arises with the dynamics of medical representative meeting a doctor as product promotion and in return doctors are influenced by organizations talk or detailing presented by medical representative.

Perception on science based pharmaceutical marketing practice is having further strategic dimension, which can have greater impact on return on investment for whole industry. Present work has been focused on 360 degree approaches so that can set an example for strategist who can consider points for strategic decision making process.

Pre-independence to present day's Indian pharmaceutical industry transformed in many dimensions while face many challenges too. Few case studies presented as outcome of present work will raise adequate academic debate for further consideration.

The study has been divided in six parts.

1. Part I deals with the background and rationale of study.
2. Part II covers the introductory aspects of pharmaceutical industry and pharmaceutical marketing practices along with few cases and case-lets.

3. Part III discuses on review of related literature.
4. Part IV explain in details the research methodology employed for this study.
5. Part V data analysis along with narrates the statistical tools employed, the results and the inferences derived from the results.
6. Part VI comprises discussion, conclusions and direction for the future research.

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