



The 9.787.117.158.596 Drug Marketing (Bachelor of Pharmacy) Pharmaceutical(Chinese Edition)

By TANG SHAO LIANG ZHU BIAN

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Edition: 1 Binding: Paperback: 16 Weight: edit recommend incidence. Drug Marketing theory with practice. scientific. practical strong written in highlight the latest trends in the development of pharmaceutical industry marketing model more novel theory. the case is more precise. each chapter with a typical case. very representative. certain research value; utility is more practical. to avoid over-academic style close to reality. very practical; more lively form of knowledge-link and expand module structure system from shallow people deep. a consistent text more concise and accurate. Summary Table of Contents Chapter pharmaceutical marketing: customer relationship management valuable the first section pharmaceuticals marketing overview marketing and Marketing. pharmaceutical marketing school three. the pharmaceutical marketing processes Section 2 pharmaceutical market demand and medical suffering demand. demand. and its related concepts. the pharmaceutical market demand. Section III of the doctor-patient demand for customer-oriented pharmaceutical marketing management. marketing management...



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