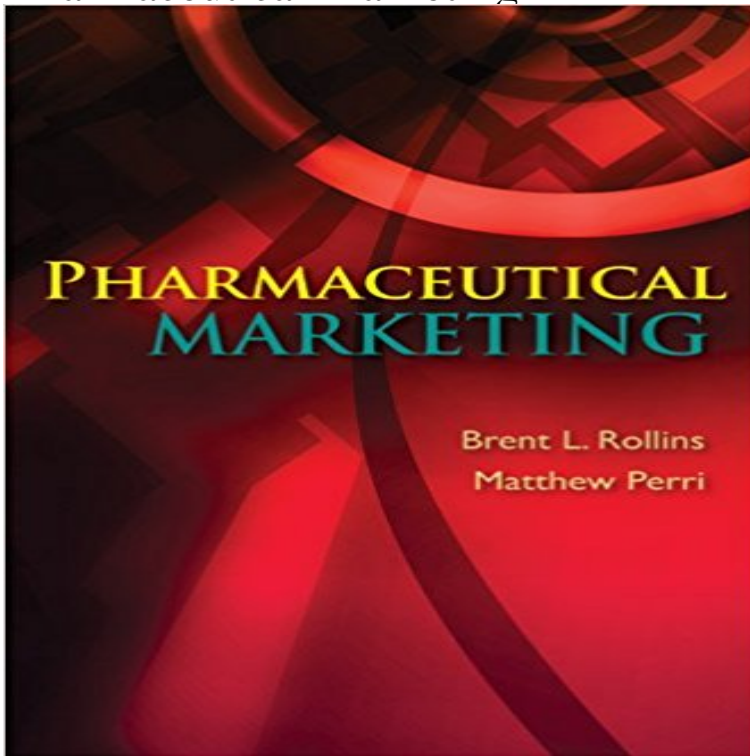


# Pharmaceutical Marketing



Pharmaceutical Marketing will provide students and new industry professionals with a thorough overview of the general principles of marketing including marketing as a process, marketing effectiveness in the pharmaceutical environment, and coverage of marketing brand and generic drugs with special emphasis on direct-to-consumer advertising and the impact of social media and technology. Two unique chapters of the text are Chapter 10 Social Media, which addresses exactly what Social Media is, how it is currently being used within the industry, and how it should be used from the manufacturers perspective; and Chapter The New 4 Ps of Pharmaceutical Marketing takes a unique look at how the Internet and mobile technology has shaped the pharmaceutical industry and shifted the promotion paradigm to these current Ps - Predictive modeling/analysis, Personalization, Peer-to-peer networking and Participation. Pharmaceutical Marketing examines the current pharmaceutical marketing environment from both an academic and practical perspective with a focus on providing practical applications of all material discussed according to the perspectives of various market segments including industry, community, and institutional pharmacy, as well as the practicing pharmacist. Key Features Case in Points - Multiple examples per chapter illustrate key concepts with a real-life or hypothetical example Discussion Questions 10 questions per chapter to facilitate active learning and student participation Unique Chapters - Social Media and The New 4 Ps of Pharmaceutical Marketing \* Each new text includes an access code for the Student Companion Website. Electronic and eBook formats do not include access to the Companion Website.

Call My Journey...LifeSports, movies, family, kids, marriage, health, lifeWednesday, November 28, 2012Quick updateThe last time I posted a lot has changed. So for a quick update, my husband got a new job. As soon as we got an offer on our house we accepted we accepted it. We found a house to live in and put an offer on the table and after a little negotiation we can to an acceptable and agreeable offer. After a very painful moving process, which lasted 33 day after the original closing date we finally closed.I quit my part time teaching job. Now I get to stay at home with Roarie and substitute teach every now and then.Posted by Mrs. Stacie Christner at 8:13 AM Reactions: 75 comments: Friday, April 27, 2012Education CutsOne of the most important things in life is to have a good education. Teaching is the only occupation that shapes our country. We teachers touch every life from the farmer to the lawyer, to the CEO of some big company. Granted you may not use everything that learn in the classroom but the structure, respect, responsibility, social skills and time management are life skills that are used everyday.The frustrating thing about being a teacher is the lack of money put into education. I am not complaining about how much money I make because teachers do not go into teaching. What I am complaining about is teachers getting cut, class sizes are getting bigger, and yet we still get the same pay. The schools who have the money have the money get the technology and the good test scores. The better the test scores the more money you get. So if you a poor school you don't get the technology and yet you don't get any money for the low test scores. So the rich get richer and the poor get poor.Needless to say, I have gotten word from the school superintendent that my special education position is being cut. I am still going to have a teaching job being a part time American History teacher. Which I am glad that I am getting into the general education setting and that I get to be a part time stay-at-home mom but at the same time I wish I had a full time, paying job.Posted by Mrs. Stacie Christner at 7:39 PM Reactions: 24 comments: Sunday, April 15, 2012Manners Meal Every year, the Colfax-Mingo Middle School does what they call manners meal. Grades six through eight take a field trip to a designed location and practice using good dining manners. So on Friday, April 13, 2012, we went some where local, the Colfax Historical Building for our dining. Before we go to on our trip the staff reviews what it is to have good manners. There are so many manners to cover and sometime we just assume that it will happen but it doesn't. Here are a few manners that we covered: Appearance- The students were to Shower, which as middle school students it is a challenge for some, and use soapFix hair up niceWear dress clothes- dresses, dress pants, dress shirtWear minimal make-upWear minimal perfume or cologneTable Setting-Silverware start on the outside and work your way in and the fork at the top of plate is the desert forkThe drink is off to your leftWaiting for others-Wait for everyone to arrive to your table before seating yourselfWait for everyone to get their food before you begin eatingTable Talk-Speak softly to the people at your tableDo not interruptDo not talk about bodily functions (farts, pooping, etc.)Say "Please", "Thank you.", "You're welcome.", "Pardon me" Some things we took for granted and expected the students to know were:Keep elbows off the tableKeep elbows as close to your sides as possible when eatingKeep hands to your self (which is hard to do for middle school students)Listen to speaker (which is hard to do in the classroom too)Pass dinner rolls and salad dressing all around the tablePosted by Mrs. Stacie Christner at 4:57 PM Reactions: 18 comments: Labels: education, Teacher AdviceMonday, April 9, 2012Roarie Meets her CousinsRoarie is 7 weeks old and finally got to meet half of her cousins yesterday at Easter. 18 comments: Labels: personalOlder Posts HomeSubscribe to: Posts (Atom) About MeMrs. Stacie ChristnerI am a second year Special Education teacher at Colfax-Mingo Middle school. I got married in July of 2010 to the love of my life. We have a morkie dog (maltese/yokie mix), Laila. I do a lot of online shopping and would like to tell you about great deals that I find.View my complete profileLabelsAmerican History 1600's (3)Blog Review (20)Development in the Colonies (4)education (14)gifts (3)health (10)Lesson Plan (20)make money (3)movies (3)news (8)personal (323)pets (1)Product Review (3)Review Game (3)Revolutionary War (14)Roarie cuddling with mommy. 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