



Pharmaceuticals—Where's the Brand Logic?: Branding Lessons and Strategy

By Giles D. Moss

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Insights and analysis that challenge current thought on consumer branding theory and strategy

Pharmaceutical companies need to go beyond simply relying on strong sales forces and innovative research and development to succeed. Effective branding strategy is essential. *Pharmaceuticals—Where's the Brand Logic?: Branding Lessons and Strategy* discusses in detail the application of current consumer branding theory to pharmaceutical marketing. This comprehensive book pulls information from fast moving consumer goods (FMCG) research and brand theory and applies it to the pharmaceutical world. It looks at branding on multiple levels within the pharmaceutical industry, including the industry brand, the corporate brand, the franchise brand, and the global and local product brand. Practical strategies are extensively explained and future challenges facing the pharmaceutical industry are explored, all geared to help any pharmaceutical professional to successfully market his or her brand.

Pharmaceuticals—Where's the Brand Logic?: Branding Lessons and Strategy may well become a daily reference for anyone in the industry, providing in a single volume a framework for the organization of a brand portfolio for any pharmaceutical company. This unique resource challenges traditional thought about the concept of branding in the pharmaceutical industry, examining several of the most difficult branding theory issues. This helpful guide provides several figures to fully explain data.

Topics in *Pharmaceuticals—Where's the Brand Logic?: Branding Lessons and Strategy* include:

- what is branding
- how is branding applied to the FMCG and pharmaceutical industries
- corporate brands—and how they can be leveraged
- franchise branding as a business strategy
- developing and sustaining pharmaceutical brands over time
- saving the credibility of the pharmaceutical industry

- changing the pharmaceutical business model to use branding as a strategic tool
- *much, much more*

Pharmaceuticals—Where's the Brand Logic?: Branding Lessons and Strategy provides the information and tools to help gain the competitive edge in a tough marketplace. This is an invaluable resource for anyone in the global pharmaceutical industry, including marketing personnel, senior management, general managers, strategy groups, and training departments.

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Editorial Review

Review

At last we have a book that not only focuses on brands and branding from a pharmaceutical perspective but that is BOTH HIGHLY READABLE AND HIGHLY INSIGHTFUL. Make no mistake about it, this is not simply a re-hashing of consumer brand theory for a pharmaceutical audience; on the contrary this is A WELL ARGUED AND CHALLENGING WORK THAT TAKES OUR UNDERSTANDING OF WHAT PHARMACEUTICAL BRANDING COULD ACHIEVE TO NEW LEVELS. For me this work SHOULD BE COMPULSORY READING for all who aspire to market or play a part in the marketing of pharmaceutical brands. -- *Mike Owen, MMRS, BSc Econ, CEO Brand Health International*

ESSENTIAL READING for executives seeking a practical toolkit for brand management and provides insightful approaches to extracting the maximum value from products in the face of cost-containment and regulatory, public and media scrutiny. This book supports our reflection on the evolution of the pharmaceutical industry and its future brand strategies -- *Leonard Lerer, MD, MBA, INSEAD Healthcare Management Initiative, Managing Editor - Journal of Medical Marketing*

Giles has created a book based on his DEEP UNDERSTANDING OF THE PHARMACEUTICAL INDUSTRY, to which he has applied a marketer's eye. He has found an industry that has focused on product features, with revenue driven largely by a heavy emphasis on sales promotion -- *Gary Noon, MSc, BSc, MBA; CEO, Aegate Limited, Cambridge Technology Centre, Melbourn*

About the Author

Giles D. Moss, MBA, MRPharmS, BSc, is a pharmaceutical industry insider who has risen through the ranks during a twenty-year career. He worked his way up from Sales Representative at Squibb, his experience encompassing virtually all positions in marketing and sales management (BMS, Sandoz, SmithKline Beecham) before moving on to general management. He works in Operations as Vice President Europe, Region 1 for UCB S.A., a global top five biopharmaceutical company. Previous recent experience includes Regional General Manager South East Asia, Australia, and New Zealand and Head of CNS Global Marketing and Medical Affairs, both at UCB. He has published pharmaceutical brand articles in numerous publications including the Journal of Brand Management, the International Journal of Medical Marketing, and the Journal of Pharmaceutical Marketing & Management.

Users Review

From reader reviews:

Barbara Palmer:

This book untitled Pharmaceuticals-where's the Brand Logic?: Branding Lessons and Strategy to be one of several books that best seller in this year, honestly, that is because when you read this reserve you can get a lot of benefit onto it. You will easily to buy this specific book in the book retail outlet or you can order it by means of online. The publisher of the book sells the e-book too. It makes you more readily to read this book, because you can read this book in your Mobile phone. So there is no reason for your requirements to past this guide from your list.

Leif Gibbs:

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Christopher Hill:

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Janet Kline:

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