

Successfully Marketing Clinical Trial Results: Winning in the Healthcare Business

Author: Günter Umbach Publisher: Gower ISBN: 0 566 08643 3
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Clinical trials have long been recognised as a valuable tool for marketing medicinal products and not merely a necessary regulatory requirement. The pharmaceutical industry in the US will spend an estimated \$26.5 billion on clinical trials in 2007.

This is due to increasing pressure from shareholders and competitors, such as generic manufacturers. Clinical trials must be targeted to the desired audience in an effective manner to deliver the designed message in an accurate fashion. This helps the industry achieve maximum exposure and return from its investment in clinical research research.

Successfully Marketing Clinical Trial Results takes a thorough look at all aspects of communicating clinical findings. This is an easy-to-read guide for all those involved in converting complex scientific data into marketable messages.

This book has been written with both scientific and sales teams in mind, as no previous knowledge of marketing has been assumed.

Clear case studies and examples are used throughout to strengthen ideas and theories in a clear and concise fashion.

A wide range of topics have been covered, ranging from developing presentation skills, effective internal and external communication, through to project strategy and management.

A CD-ROM accompanies the book, outlining each of the topics covered in Powerpoint slide format. Successfully Marketing Clinical Trial Results is a clear, concise and effective guide to marketing of clinical data, ideal for new hires to pharmaceutical sales and marketing departments.

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