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**Strategic Pharmaceutical Marketing Management in Growth Markets** Mithun Nandy, 2023-05-09 India is the largest provider of generic drugs globally The Indian pharmaceutical sector supplies over 50% of the global demand for various vaccines and as a result holds an important position in the global pharmaceutical sector This book is a comprehensive study of pharmaceutical marketing management in the Indian context and similar growth markets The book introduces the fast paced and multi faceted discipline of pharmaceutical marketing management through an in depth discussion on the genesis and evolution of its marketing concept Combining theory and practice it offers a strategic approach to pharmaceutical marketing from an organizational and business perspective and explicates the practical applications of it Richly supported by case studies the book brings together fresh perspectives and approaches equally useful for students and professionals This book will be of interest to academicians advanced students and practitioners of pharmaceutical marketing and pharmaceutical management It will also be beneficial to those interested in business strategy decision making and international marketing **American Book Publishing Record**, 1998

*Towards a Sustainable Construction Industry: The Role of Innovation and Digitalisation* Clinton Aigbavboa, Wellington Thwala, Douglas Aghimien, 2023-04-23 This book gathers papers from the 12th Construction Industry Development Board CIDB Postgraduate Research Conference which was held at the International Convention Centre East London Eastern Cape South Africa from July 10 to 12 2022 The conference directly addresses the objectives of SDG9 Building resilient infrastructure promoting inclusive and sustainable industrialization and fostering innovation Moreover the

conference is designed to promote capacity development and transformation within the built environment space by providing an all inclusive platform to established and emerging researchers to discuss the recent advancements needed to move the industry forward     Books in Print Supplement ,2002     *The Writers Directory* ,2013     **The Economist** ,2000     **Who's Who in the West** Marquis Who's Who,2006-06     **Who's who in the world. 1.1971/72(1970)** [Anonymus AC00033125],1970

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