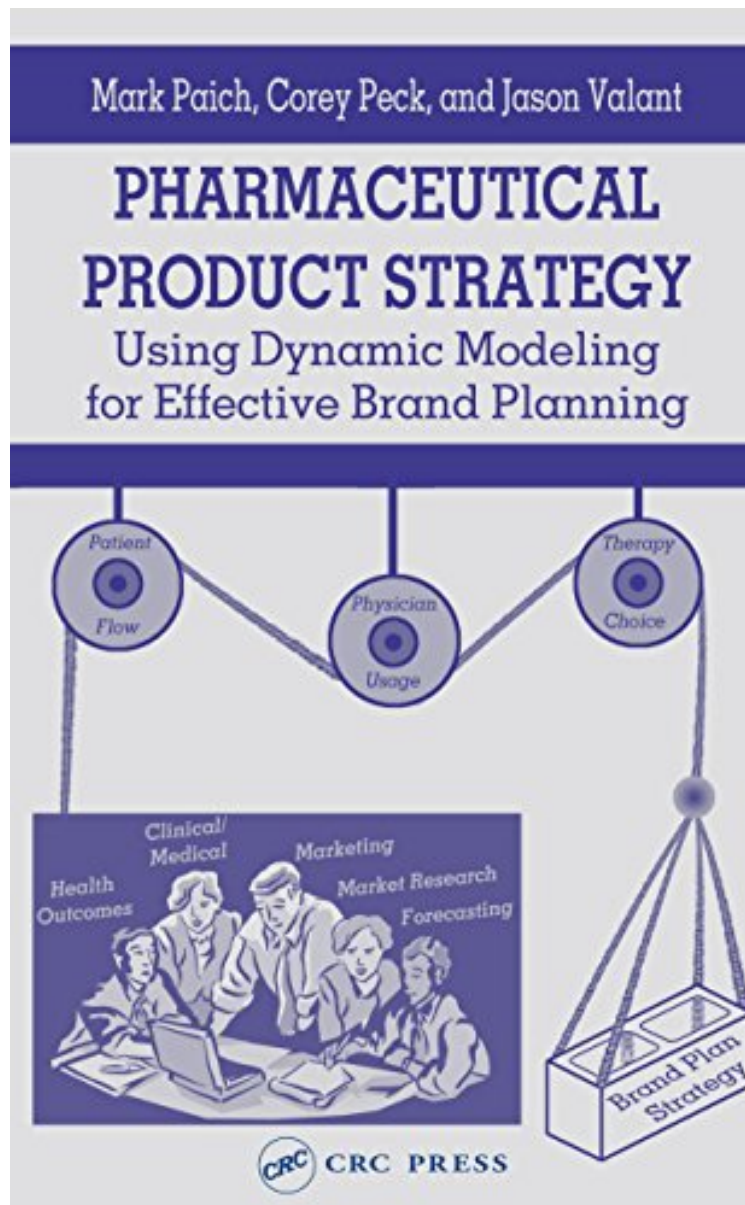


Pharmaceutical Product Strategy: Using Dynamic Modeling for Effective Brand Planning

Mark Paich, Corey Peck, Jason J. Valant

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Mark Paich, Corey Peck, Jason J. Valant : **Pharmaceutical Product Strategy: Using Dynamic Modeling for Effective Brand Planning** before purchasing it in order to gage whether or not it would be worth my time, and all praised Pharmaceutical Product Strategy: Using Dynamic Modeling for Effective Brand Planning:

0 of 0 people found the following review helpful. Three Stars
By Masayuki Takigawa
IT is very good text for product strategy for pharmaceuticals.
5 of 5 people found the following review helpful. Not just branding, but much more
By Samii Ghabrial
When I purchased this book, I thought it would be an adaptation of branding techniques to the pharmaceutical products. In fact, it was different than I thought. The book illustrates very clearly and logically the dynamics of the pharmaceutical marketplace from three different perspectives; the ultimate consumer; patient, Doctors adoption of new drugs and the treatment attractiveness of the drug. Walking through the details would open to the reader a whole different perspective about the factors influencing the market shares. It acts as an eye opener, and evaluator, for a variety of marketing strategy that is properly targeted toward increasing market shares. Well, it all comes through explaining how dynamic modeling could be used to forecast new drug performance. For me, as a Market Researcher and Consultant, it would certainly help in providing better insights to our clients.

Focusing on cross-functional coordination and knowledge integration, *Pharmaceutical Product Strategy: Using Dynamic Modeling for Effective Brand Planning* introduces many of the complexities facing many pharmaceutical firms. The book examines issues surrounding utilization of information, consistency of assumptions, and the need for processes that integrate various functional areas. It also discusses why the dynamic modeling process is an effective way to address these problems in a systematic and accessible way. An appendix covers more technical points of dynamic model analysis including agent-based approaches and mathematics of continuous formulations, and details for choice models and conjoint analysis.

hellip;The discussion and concepts of dynamic modeling presented in the text are interesting, but not nearly so interesting as the way the authors have broken the market into very real pieces to inform and populate their models. Practicing pharmaceutical marketers would be well served to read this book for that information alone.-*Journal of Pharmaceutical Marketing and Management*hellip;an excellent introduction to the dynamic modeling approach to pharmaceutical brand planninghellip;great tool for the arsenal. I would recommend this book to anyone working in a marketing in the pharmaceutical industry. Doody's, 2005
About the Author
MARK PAICH is one of the world's experts on dynamic modeling methodology, both as an experienced analyst and instructor. He obtained his Ph.D. in System Dynamics from the Massachusetts Institute of Technology, Cambridge, Massachusetts, USA. Dr. Paich has published in *Management Science*, *Interfaces*, *Sloan Management*, and several book chapters. His work has been also featured in *Business Dynamics*, *Fifth Discipline Field Book*, and *Surviving Transformation*. Dr. Paich is Co-author of Informa Healthcare's first edition of *Pharmaceutical Product Strategy: Using Dynamic Modeling for Effective Brand Planning*. Throughout his career, he has been CEO of Slaxer-Paich Marketing; Senior Professor of Economics at The Colorado College, Colorado Springs, Colorado, USA; Senior Specialist at McKinsey Co.; and a principal in dynamic modeling consultancies. He has worked with over fifty Fortune 500 companies. COREY PECK is Managing Director of Lexidyne, Colorado Springs, Colorado, USA. He is an expert in numerous model-building software packages and has extensive experience in model design, creation, analysis, and dissemination. He was Co-author of Informa Healthcare's first edition of *Pharmaceutical Product Strategy: Using Dynamic Modeling for Effective Brand Planning*. Peck has worked as an independent contractor for McKinsey Co., where he developed a variety of models, many of which resulted in direct publication or inclusion in other works. He has developed over 20 dynamic market models for various large US-based pharmaceutical and biotechnology firms in the areas of forecasting, strategy development, and clinical trial design for various compounds in a variety of indications. JASON VALANT is a recognized industry leader in dynamic modeling and is Co-author of Informa Healthcare's first edition of *Pharmaceutical Product Strategy: Using Dynamic Modeling for Effective Brand Planning*. He is an expert in numerous model-building software packages and is highly regarded for his model building, data analysis, and project dissemination skills. He has used his expertise with a number of top pharmaceutical and biotech companies and has been instrumental in developing data analysis techniques for examining longitudinal patient dynamics. Valant also specializes in the application of the dynamic modeling approach to issues of economic development and workforce planning; most recently using an agent based modeling approach.