



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

Giles David 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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