



Pharmaceutical Drug Promotion in Pakistan

By Rizwan Raheem Ahmed

GRIN Verlag GmbH Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 211x146x18 mm. Neuware - Doctoral Thesis / Dissertation from the year 2012 in the subject Pharmacology, grade: 3.47, , course: Pharmaceutical Marketing, language: English, abstract: Common People and government authorities are usually concerned about the unethical pharmaceutical marketing practices in Pakistan, therefore; the researcher examines the unethical pharmaceutical marketing practices in Pakistan, and selected Karachi City as Case study for this purpose and analyze the impact of unethical marketing practices in pharmaceutical industry. This study not only evaluates the responsible variables for the unethical pharmaceutical marketing practices but also compare who is more responsible for these unethical pharmaceutical marketing practices in Pakistan. This study also examines, who has initiated these unethical pharmaceutical marketing practices in Pakistan and who is responsible for the continuation of these practices in Pakistan. In this study researcher focuses six variables that can be a major cause of unethical pharmaceutical marketing practices in Pakistan i.e. Pharmaceutical marketing and Sales personnel, doctors community, retail and whole sales pharmacies, government and private hospitals personnel, government officials and patients or their attendants . All these six variables have been taken and gathered the data through survey questionnaire, compile and...

[DOWNLOAD](#)



 [READ ONLINE](#)

Reviews

This publication is definitely not effortless to get started on studying but extremely enjoyable to see. I was able to comprehended almost everything using this created e pdf. I am pleased to let you know that here is the finest publication i have go through in my very own lifestyle and could be the very best pdf for ever.

-- Prof. Juliana Langosh DVM

Completely essential read through book. It normally is not going to charge an excessive amount of. I found out this book from my dad and i advised this pdf to find out.

-- Madelyn Douglas

Other Kindle Books



[Psychologisches Testverfahren](#)

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



[Programming in D](#)

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



[Study and Master English Grade 6 Core Reader: First Additional Language](#)

Cambridge University Press (South Africa). Paperback. Book Condition: new. BRAND NEW, Study and Master English Grade 6 Core Reader: First Additional Language, Karen Morrison, Fiona Macgregor, Daphne Paizee, Study & Master English First Additional Language has been especially developed by an experienced...



[The Java Tutorial \(3rd Edition\)](#)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book stands above the rest because it has..."



[McGraw-Hill Reading Phonics And Phonemic Awareness Practice Book, Grade 3 \(2001 Copyright\)](#)

McGraw-Hill, 2001. Soft cover. Book Condition: Brand New. Dust Jacket Condition: No Dust Jacket. Brand New 2001 Copyright, Grade 3 Student Phonics And Phonemic Awareness Practice Book With Units 1-6, Unit Reviews, Take-Home Stories, Illustrations And Pictorial Green Cover Green With Sock,...



[Have You Locked the Castle Gate?](#)

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal your information, or plant a virus Have...