



# 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 Pharmicology, 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...



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