

Brands that Make a Mark: Stand-Out Promotion Strategies for a Crowded Drug Marketplace

NOVEMBER 2016

Key Topics:

- The premium pitch: effective messaging for therapeutic/clinical differentiation.
- Surviving competitor counter-launch campaign.
- Agency agonistes: criteria for finding the right brand promotion partner.
- Brave new world of technology: mastering the digital promotion game.
- Aligning with your patients: the promise – and pitfalls of social media.

The biopharmaceutical industry is experiencing a bumper crop of promising science, of which the biggest payoff will be a sharp rise in new product launches over the next five years. This e-book will provide practical examples of successful launch strategies as well as useful insights on the critical issue of how to differentiate your compound in a crowded therapeutic field.

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**The Editors encourage a professional and meaningful discussion of the topic. Advertorials will be reviewed for overt promotion or misleading information.*