

Pharmaceutical Sales and Marketing

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Abstract: *Market relationships and rivalry are developing in the pharmaceuticals sector. defines the need for the main marketing provision's characteristics and scientific, deliberate use in the context of population drug supply. Pharmacies and pharmaceutical companies' marketing strategies help them respond effectively to environmental changes, consumer expectations, and organisational skills for market research and analysis-based management decisions. From the planning stage and product development to after-sales service and the examination of the consumer's response to it, marketing has a broad range of applications. When entering a foreign market, marketing is crucial to boosting exports.*

Keywords: Market

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