

Analyzing Differentiation Strategies in the Pharmaceutical Industry

Riken Champaklal Sanghavi¹ and Dr. Pankaj Sharma²

Research Scholar, Department of Management¹

Research Guide, Department of Management²

Sunrise University, Alwar, Rajasthan, India

Abstract: *The pharmaceutical industry plays a critical role in advancing healthcare by developing innovative and life-saving drugs. In this review paper, we delve into the various differentiation strategies employed by pharmaceutical companies to gain a competitive edge in the market. The paper explores the challenges and opportunities associated with these strategies, along with their implications for patients, healthcare providers, and the industry as a whole. By examining case studies and industry trends, this paper aims to provide a comprehensive analysis of how differentiation strategies are shaping the pharmaceutical landscape.*

Keywords: Pharmaceutical Industry

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