March 1, 2013

Perri Publishes Pharmaceutical Marketing Book

Matthew Perri III, a professor of clinical and administrative pharmacy at the University of Georgia College of Pharmacy, has co-authored a book about pharmaceutical marketing with former graduate student Brent Rollins, who is now a faculty member at Philadelphia College of Osteopathic Medicine School of Pharmacy. The book has been published by Jones and Bartlett Publishers and is available through Amazon.com.

“This book is an excellent primer for those without a health care background seeking to work in the field of pharmaceutical marketing,” said Perri.

Pharmaceutical Marketing will provide students and new industry professionals with a thorough overview of the general principles of marketing, including marketing as a process, marketing effectiveness in the pharmaceutical environment, and coverage of marketing brand and generic drugs with special emphasis on direct-to-consumer advertising and the impact of social media and technology.

“Two unique chapters of the text are Chapter 10 Social Media and Chapter 11 The New P’s of Pharmaceutical Marketing,” noted Perri.

“Chapter 10 Social Media” addresses exactly what Social Media is, how it is currently being used within the industry, and how it should be used from the manufacturer’s perspective; and

“Chapter 11 The New 4 P’s of Pharmaceutical Marketing” takes a unique look at how the Internet and mobile technology has shaped the pharmaceutical industry and shifted the promotion paradigm to these current “P’s” - Predictive modeling/analysis, Personalization, Peer-to-peer networking and Participation.

Pharmaceutical Marketing examines the current pharmaceutical marketing environment from both an academic and practical perspective with a focus on providing practical applications of all material discussed according to the perspectives of various market segments including industry, community, and institutional pharmacy, as well as the practicing pharmacist.

Key features include: • “Case in Points” - Multiple examples per chapter illustrate key concepts with a real-life or hypothetical example; • Discussion Questions – 10 questions per chapter to facilitate active learning and student participation; and • Unique Chapters - Social Media and The New 4 P's of Pharmaceutical Marketing.