

A TEXT BOOK OF PHARMA MARKETING MANAGEMENT

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PREFACE

It is our immense pleasure to bring out the "*First Edition*" of this book which is dedicated to the students and faculty of B. Pharma institutions. This book is designed and edited in accordance to the syllabus requirement of "**Pharma Marketing Management**" of Fourth Year (8th semester) B. Pharm, course prescribed in "Bachelor of Pharmacy (B. Pharm) according to the course regulations 2014" by Pharmacy council of India.

Sincere efforts have been made to present theoretical aspects in detail along with Diagram/ Chapter wise understanding of theoretical concepts and easily attempted during Marketing theory sessions to various global organizations.

The major objective of this book is to provide students, collective information about subject in simple and lucid language. We have kept in mind the difficulties which the students generally face during examination.

The salient features of the book are:

- It covers all the topics prescribed in "Bachelor of Pharmacy (B. Pharm) Course Regulations 2014" by Pharmacy council of India.
- The language used is simple and lucid.

We hope that this book shall be found useful by the students and quick lessons for teaching faculties as well.

We are thankful to the management of SUNDER DEEP GROUP OF INSTITUTIONS, GHAZIABAD, U.P. for their keen interest and timely encouragement that made it possible to bring out this first volume.

We are extending our thanks to supportive friends, colleagues for bringing out this prepared manuscript.

Suggestions and comments are always welcome and it would be gratefully acknowledged (**pharmamylife2@gmail.com**).

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I also wish to acknowledge the support of Sunder Deep Pharmacy College, which provided the resources and environment necessary for this book. Special thanks to the Editorial team for their meticulous attention to detail and for helping shape this book into its final form.

Lastly, I am grateful to my readers for their interest in this work. It is my hope that this book provides valuable knowledge and insights that contributes to your understanding and passion for the subject.

Thank you all for being a part of this endeavor.

 *Author*

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