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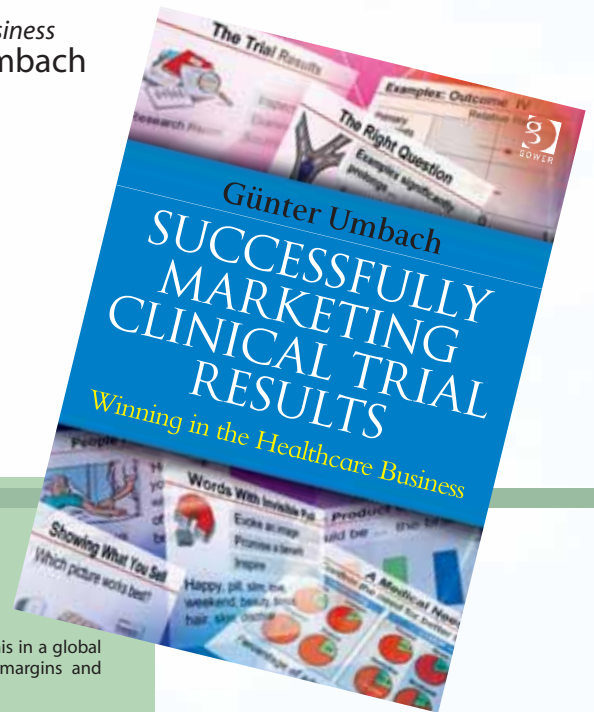


Know how to turn scientific data into sales!

Successfully Marketing Clinical Trial Results

Winning in the Healthcare Business
By Günter Umbach

- The pharmaceutical professional's definitive guide to turn scientific data into sales
- Demonstrates how to encourage a successful team culture and become an effective project leader
- Accompanying CD ROM includes Powerpoint slides supporting each of the (over 300) techniques that can be used in marketing team meetings to develop great ideas
- Shows how to avoid unnecessary expenses and costs
- Illustrated throughout in full colour.



> about the book

In the US alone, pharmaceutical companies spend around \$7 billion a year on clinical trials for drugs; all this in a global market where increasing competition and pressure on healthcare financing are both impacting on margins and profitability.

One solution for pharmaceutical companies lies within the clinical trials themselves. If only you can communicate the trial findings to the right people, in the right way, you can benefit from this huge investment and add significant value to your product range and your brand.

Successfully Marketing Clinical Trial Results is a comprehensive guide for every marketing professional faced with the challenge of using marketing to convert scientific data into sales. The book offers you practical knowledge on how to use medical research data to maximise the revenue from your products.

In this book are answers for everything from how to handle class-effect questions to developing a shared brand vocabulary. There are plenty of vivid examples and real-life applications to reinforce the ideas. Cases studies illustrate solutions to problems; checklists and tips will help with implementing the suggestions and recommendations.

Günter Umbach has distilled the essence of both 25 years' experience in the healthcare market and of his highly successful seminar series on marketing clinical trials into the professional advice given in this book.

The text is accompanied by a CD ROM containing detailed Powerpoint slides supporting each of the (over 300) techniques that you can use in your marketing team meetings to develop great ideas of your own.

contents:

Personal Goals and Objectives; Analyzing the Market and Devising a Strategy; Developing Your Content; Winning Attention; Making Best Use of Language; Design: Choosing Style and Layout; Designing Diagrams and Charts; Devising Direct Mail That Gets High Responses; Using Images and Illustrations; Creating Emotional Impact; Improving Your Branding Skills; Adapting to a Professional Role; Becoming More Resourceful; Marketing Internally; Communicating Externally; Maximizing Your Impact; Mobilizing External Support; Developing the Project Strategy; Implementing the Project; Becoming A Project Leader; Action; Index.

author profile

Günter Umbach's company (www.umbachpartner.com) provides training and consulting services to marketing professionals in healthcare companies. He has worked as product manager, medical director and marketing director in the pharmaceutical industry. When he became the international team leader for a billion-Euro brand, the team achieved the highest sales in the history of the product. Clients benefit from his insights as research fellow at a major American university, as board-certified gynaecologist and as member of several medical and scientific societies. He has experience as a lecturer at two German universities, a faculty member at a European management centre and an instructor in advanced courses on marketing.

Visit: www.marketingclinicaltrialresults.com for more information

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reviews

'Weaving together all the threads in a seamless how-to guide for pharmaceutical product managers'.

David Spencer, Ph.D.,
Chief Operating Officer,
Biolex Inc., USA

'An illuminating look at the do's and don'ts of effectively communicating clinical trial results'.

Ian Talmage,
Executive Vice President,
Healthcare companies
based in UK, US,
Switzerland, Sweden,
Germany

'Delivers the essentials for success in medical marketing'.

Alain Rusterholtz,
Director,
Conseil d'Entreprises,
France

'Shows how to increase the value of the brand and maximise return on investment'.

Mike Gibbs,
Chief Executive Officer,
Sherborne Gibbs Limited,
Birmingham, UK

'... great real-world examples, very useful to any marketer'.

Peter Stegmaier,
Editor,
Pharma Relations

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