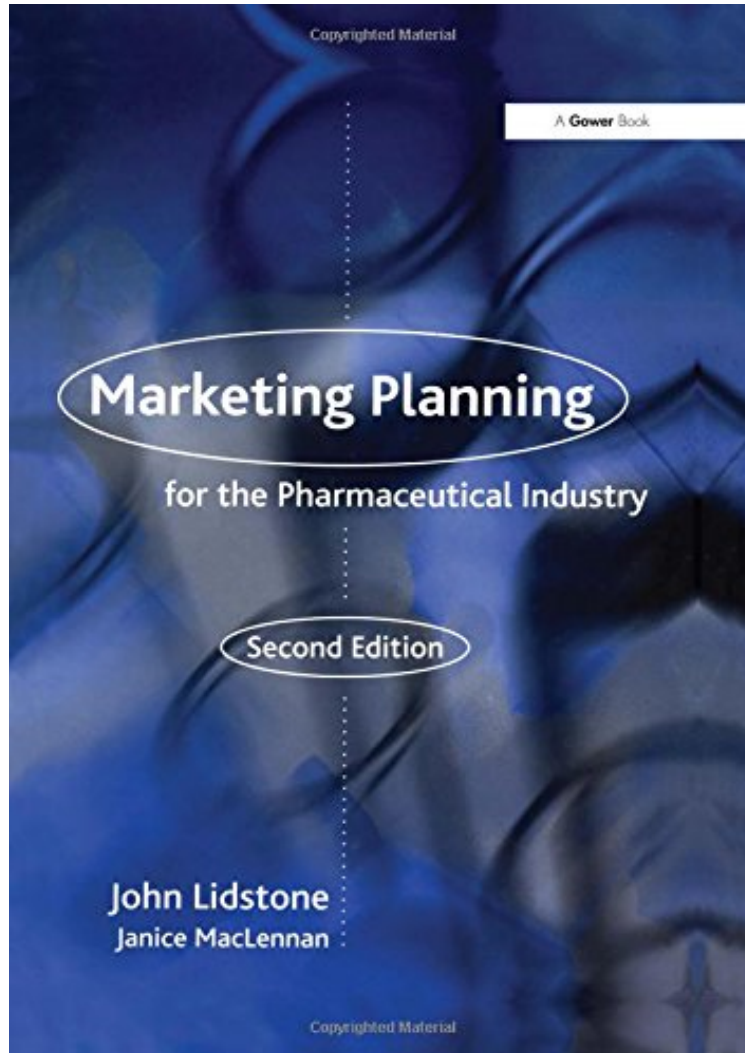


# Marketing Planning for the Pharmaceutical Industry

*John Lidstone, Janice MacLennan*

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**John Lidstone, Janice MacLennan : Marketing Planning for the Pharmaceutical Industry** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Planning for the Pharmaceutical Industry:

50 of 50 people found the following review helpful. It's actually more general than specific to Pharmaceuticals By P. Caetano This book is an elegant and agreeable summary of Kotler's marketing management and Porter's competitive strategy. This is half of what I was expecting. However I was also expecting that these broad marketing concepts would be adapted and tailored to the specifics of The Pharmaceutical Industry. Unfortunately and unlike what is suggested by the title, the book has the rhetoric and the feel of a general marketing textbook rather than a Pharmaceutical oriented manual. At a macro level the words "product" or "person-to-person" are far more common

than "drug" or "sales representative-to physician". At a micro level the book also favors generalities instead of important Pharmaceutical details. For instance, in the Chapter about Communications (8) the authors extensively discuss the elements of the promotional mix and the relationships with an advertising agency (something important for any industry). However, even in that chapter's section about other considerations, they totally ignore the interaction with regulatory agencies such as the FDA's Division of Drug Marketing, Advertising and Communications. This, as any Product Manager in Pharmaceuticals knows, is crucial for the success of the promotional message. Another similar example can be found in the Chapter about Sales Strategy (7). In here general management consulting matrixes (of the BCG 2X2 type common to any industry) are discussed in detail but the actual industry-specific strategy issues, such as sales force rotation and segmentation of calls to health care professionals, are avoided. Finally I believe that the price of the book ... is meant to be elitist so that it is bought only by top management (the potential clients of the authors which are consultants). This is a pity because despite its flaws the books present handy general marketing information in an easy-to-read, friendly format, that emphasizes tables and bullet lists rather than extensive text. It will be useful for non-marketing Pharmaceutical Industry Professionals that interact with Marketing and by Product Managers with no academic business background. For those PM out of business school the book is too basic and contains a relatively small amount of data pertaining to the pharmaceutical industry. Such data can be found elsewhere. For instance the 27 pages of Chapter 2 (marketing Pharmaceuticals) of Schweitzer's book on Pharmaceutical economics and policy contain much more data than this entire Pharmaceutical marketing planning book.

15 of 17 people found the following review helpful. An expensive, but good base. Much of the classic marketing thought (Identifying core capabilities, External/Internal analysis, SWOT analysis, Market segmentation, BCG analysis, Communications techniques, Promotion mix analysis, etc.) as well as presentation and communication techniques are discussed here. The book has a nice addition on the PR side ties with Marketing, important specifically to the DTC side of advertising pharmaceuticals. Specifically deals with market plan development, working with various agencies, and the roles of various managers in the marketing planning process. The book is not just about analysis and asking the right questions, it also provides great ways of presenting these ideas appropriately. This is a good reference book, and review for upper management, while providing a stimulus for doing deep analysis and real strategy development instead of the daily grind that dulls your senses over time. Also, look into Revitalizing the Pharmaceutical Business: Innovative Marketing approaches. This book will come out soon.

9 of 13 people found the following review helpful. One reason why the pharma industry is tanking... By Dr. van der Linden... becomes evident when you examine this book. As a previous reviewer noted, the authors of this work undertake to utter an authoritative text on pharmaceutical market planning without even acknowledging the existence of either industry codes of conduct in marketing and promotion \*or\* government regulatory agencies empowered to come down like an avalanche on pharma companies whose officers violate the restrictions of 21 CFR 202.1 and associated laws. Throughout the '90s, all the industry ever heard from marketing clowns like Lidstone and MacLennan was that FDA Warning Letters and similar regulatory actions were "a cost of doing business." Some of these arrogant weasels even \*boasted\* of their derring-do in skating their companies over thin ice, their fixation entirely upon annual (or just quarterly!) PL figures, while their actions built up vast hematomas of bad blood in Rockville, guaranteeing that those of us responsible for getting the approval of new drug applications (NDAs) had to contend with an increasingly hostile reception from the FDA's regulatory officers. The individuals considering the purchase of this book are almost certainly \*not\* going to be spending their own money on it. The cost will come out of their companies' budgets, and they'll be buying it either because they're marketing mayflies themselves (and therefore interested in selling their overpriced services either as company employees or outside consultants) or they're management officers who are trying to make some sense out of the marketing doublespeak they've been getting from such people. Given those conditions, I enthusiastically encourage the purchase of this book. With it or without it, the marketing people can't do much more damage than they're already doing, so they might as well eat up a chunk of their budgets with this purchase. You management officers, however, should get their hands on Lidstone and MacLennan's dollop of bumf with an eye toward inoculating yourself against the boilerplate arguments voiced by these destructive elements within your corporate structure. Remember that - like the rats they resemble - it's not what they take for themselves that makes the marketers so deadly to the survival of your company and the pharma industry in general, but rather the damage they do in the process of sucking themselves fat upon your payroll.

Marketing in the pharmaceutical and healthcare sector requires a particular set of skills; its intricacies mean planning is an essential prerequisite. The marketing planning system described in this book has been designed to enable marketing and product executives to produce a plan which serves as a dynamic management tool which will help them to get from where they are now to where they want to be next year and thereafter. Now in its second edition, this bestselling book has become the standard text for all product managers, marketing managers and directors working in this demanding industry. John Lidstone and Janice MacLennan have updated the book to embrace best current practice. A new orientation to external analysis and a reworking of the application of SWOT analysis, along with fresh material on sales forecasting and strategy implementation, bring the book up to date with current thinking and industry

trends. Marketing Planning for the Pharmaceutical Industry is based on real life experience built up over many years. Each chapter takes the reader through the sequential stages of planning so that by the end they will be able to produce a practical plan ready for implementation. It is the only book of this type which tailors marketing to those working in the sector and as such is a unique, invaluable and indispensable resource.

'Marketing Planning for the Pharmaceutical Industry is undoubtedly a classic ... invaluable both to new and experienced managers.' Franz B. Humer, CEO, F. Hoffmann-La Roche 'Not having read the first edition, all I can say is having read this one, I have found it to be the most pragmatic and relevant pharmaceutical marketers text book.'

Ashley Pearce, Commercial Affairs Director, Glaxo Wellcome (Europe, Middle East and Africa.). 'I recommend this book as essential reading for anyone joining our strategic marketing group.'

Paul Jenner, Director VP, Strategic Product Development, SmithKline Beecham. '... the clear writing and accessible, yet extremely rigorous approach remain for me the major attractions of this book. The pages are packed with common sense. Readers, whose hearts sink at the start of a new planning cycle, will be motivated by the claim that following this simple, consistent and universal process can cut down on planning time. I believe it could.'

Pharmaceutical Times '... probably the best of the very few books available on marketing in the pharmaceutical industry.'

Aslib Book Guide 'A tremendous amount of information is presented in a disarmingly simple and highly memorable fashion. The layout is attractive and easy to read. Useful diagrams which add to the text rather than detracting from it are skilfully deployed at sensible intervals. Quietly, the authors roll out the concepts underlying the whole marketing plan without the reader being enveloped in incomprehensible jargon - the words have been defined and absorbed painlessly by the reader along the way.'

Pharmaceutical Physician 'a good way into the subject.' Bibliothek, November 1999 'I consider her [Janice MacLennan] to be one of the best marketers I have met in the pharmaceutical business.'

Michaela Golic, Therapy Marketing Manager, Gastrointestinal Area, Emerging Marketing, AstraZeneca

About the Author John Lidstone is an internationally recognised leader in management and marketing consultancy. He retired as Deputy Chairman of Marketing Improvements Group Plc in 1993, after spending nearly thirty years helping to build it into one of the foremost firms in marketing consultancy, research and training operating throughout the world, following eleven years with the Shell Group and teaching at Repton School. He created and built the group's healthcare division and directed marketing consultancy assignments for 45 multinational pharmaceutical companies working for them in over 42 countries. This included developing, testing and installing marketing planning systems from which the material in this book is derived. He is also the author of 15 other books. In 1993 he returned to the academic world to write the distance-learning marketing modules for the MBA programme of the University of Surrey's School of European Management and as Marketing Adviser to the School of Pharmacy, University of Mississippi. He also lectures on modules for the MSc in Pharmaceutical Medicine and the new MSc in Management Consultancy at Surrey.

Janice MacLennan, Managing Director of St Clair Consulting, combines a degree in Pharmacy with extensive in-depth marketing experience in Pharmaceuticals, Healthcare and related disciplines. From Senior Brand Manager at Beecham Pharmaceuticals, she became a Managing Consultant at a major London-based marketing consultancy, where she met and worked closely with John Lidstone. Janice then went on to found St Clair Consulting, enabling her to capitalise on her extensive pharmaceutical and healthcare experience working with multinational companies throughout the world. Janice has rapidly built an enviable reputation with major blue-chip clients and is widely regarded as being an authority on strategic, marketing and business planning for all aspects of healthcare and is also actively involved in the development of process and people in the marketing