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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2004-09-01 Pages: 379 Publisher: Basic information of China Labor and Social Security Publishing House title: pharmaceutical marketing - vocational skills training materials Price: 22.00 yuan Author: Fang Jinming ed Press: China Labor and Social Security Press Publication Date :2004-9-1 ISBN: 9787504544353 Words: 313.000 yards: 379 Revision: 1 Binding: Paperback: Product size and weight: Editor's Choice \ t \ t \ t \ t executive summary is to adapt to the new situation demands for the quality of drug marketing practitioners. comprehensively improve its comprehensive level of knowledge and practical ability. and the preparation of the drug marketing. The teaching materials covering a wide. easy to understand. simple. practical. prominent integrated. application and practical nature. close to the pharmaceutical market. close to the actual medical practitioners training. The main content of the book. including the knowledge of Drug Marketing. merchandising. pharmaceutical knowledge. drugs conservation. ethics and professional qualities. the Drug Administration regulations. the system the drug marketing need to understand and master the basic theory and basic skills. Book for training drug marketers. but also for medical vocational schools teaching use. and also engaged in the drug operation. management personnel to provide reference. \ T \ t directory Chapter 1 Overview Section 1 marketing thinking questions the second chapter medicines marketing market first section environmental factors that influence drug marketing Pharmaceutical Market Overview Overview Section II Section II of the pharmaceutical market in pioneering Questions Chapter pharmaceutical marketing practices first section of drug sales technical section II of pharmaceutical marketing strategy Section III drugs promotions thinking questions Chapter IV drugs the knowledge first section of western medicine herbal medicines Section II Section III of proprietary Chinese medicines the...



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