

# Contents

## Introduction

- 1 The Pharmaceutical Industry: Specificity, Challenges, and What You Can Learn from this Book** ..... 1  
Min Ding, Jehoshua Eliashberg, and Stefan Stremersch

## Part I Innovation and the Product Life Cycle

- 2 Innovation in the Pharmaceutical Industry: The Process of Drug Discovery and Development** ..... 19  
Elina Petrova
- 3 Portfolio Management in New Drug Development** ..... 83  
Min Ding, Songting Dong, Jehoshua Eliashberg, and Arun Gopalakrishnan
- 4 Grassroots Innovation: A Promising Innovation Paradigm for Pharmaceutical Companies** ..... 119  
Ulrich A.K. Betz, Nuno Camacho, Michael Gerards, and Stefan Stremersch
- 5 New Challenges in Alliance Portfolio Management** ..... 149  
Stefan Wuyts
- 6 Evaluating the Impact of Treatment Effectiveness and Side Effects in Prescribing Choices** ..... 171  
Tat Chan, Chakravarthi Narasimhan, and Ying Xie
- 7 The Successful Launch and Diffusion of New Therapies** ..... 189  
Vardit Landsman, Isabel Verniers, and Stefan Stremersch

<b>8</b>	<b>Pharmaceutical Lifecycle Extension Strategies</b> .....	225
	Eelco Kappe	
<b>9</b>	<b>Patent Expiry and Pharmaceutical Market Opportunities at the Nexus of Pricing and Innovation Policy</b> .....	255
	Dipak C. Jain and James G. Conley	
<b>Part II Patient and Physician Behavior</b>		
<b>10</b>	<b>Risk Assessment: The Consumer as an Intuitive Statistician</b> .....	287
	Priya Raghubir and Robert Latimer	
<b>11</b>	<b>Efficacy Expectations and Adherence: Evidence of Consumer Biases and Heuristics in Pharmaceutical Marketing</b> .....	315
	Veronika Ilyuk, Caglar Irmak, Thomas Kramer, and Lauren Block	
<b>12</b>	<b>Factors Affecting Adherence to Governmental Health Warnings and the Case of Over-the-Counter Cough and Cold Medications (OTC-CCM) in Children Under Two</b> .....	345
	Talya Miron-Shatz, Glen M. Doniger, and Yaniv Hanoch	
<b>13</b>	<b>Vaccine Marketing</b> .....	365
	Reinhard Angelmar and Pierre A. Morgon	
<b>14</b>	<b>Patient Empowerment: Consequences for Pharmaceutical Marketing and for the Patient–Physician Relationship</b> .....	425
	Nuno Camacho	
<b>15</b>	<b>Leveraging Peer-to-Peer Networks in Pharmaceutical Marketing</b> .....	457
	Tulikaa Bhatia	
<b>16</b>	<b>Leveraging Social Media in the Pharmaceutical Industry</b> .....	477
	Venkatesh Shankar and Jiaoyang (Krista) Li	
<b>Part III Marketing of Pharmaceuticals</b>		
<b>17</b>	<b>Understanding Sample Usage and Sampling as a Promotion Tool: State of Industry Practice and Current Research</b> .....	507
	Xiaojing Dong, Michael Li, and Ying Xie	
<b>18</b>	<b>Pharmaceutical Detailing Elasticities: A Meta-Analysis</b> .....	531
	Shrihari Sridhar, Murali K. Mantrala, and Sönke Albers	
<b>19</b>	<b>Marketing Spending Models</b> .....	557
	Marc Fischer	

<b>20 Modeling the Effects of Promotional Efforts on Aggregate Pharmaceutical Demand: What We Know and Challenges for the Future</b> .....	591
Jaap E. Wieringa, Ernst C. Osinga, Enar Ruiz Conde, Peter S.H. Leeftang, and Philip Stern	
<b>21 Direct-to-Consumer Advertising of Pharmaceuticals: An Integrative Review</b> .....	629
Qiang Liu and Sachin Gupta	
<b>22 How DTCA Influences Prescription Pharmaceutical Markets</b> .....	651
Demetrios Vakratsas and Ceren Kolsarici	
<b>23 Spillovers and Other Externalities in Pharmaceutical Marketing</b> .....	673
Ramarao Desiraju and Thanh Van Tran	
<b>24 Closing the Marketing Strategy-Tactics Gap: An Institutional Theory Analysis of Pharmaceutical Value Chain</b> .....	701
Jagdip Singh and Rama K. Jayanti	
<b>About the Authors</b> .....	737
<b>Index</b> .....	757



<http://www.springer.com/978-1-4614-7800-3>

Innovation and Marketing in the Pharmaceutical  
Industry

Emerging Practices, Research, and Policies

Ding, M.; Eliashberg, J.; Stremersch, S. (Eds.)

2014, VII, 768 p. 111 illus., 95 illus. in color., Hardcover

ISBN: 978-1-4614-7800-3