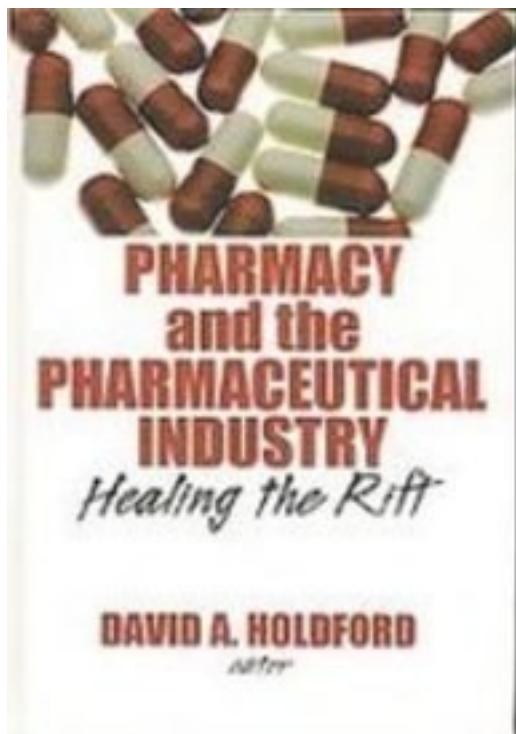


Pharmacy and the Pharmaceutical Industry



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Learn how to strengthen the important bond between the profession and the industry. *Pharmacy and the Pharmaceutical Industry: Healing the Rift* reveals the various reasons behind the at times tense division between pharmacists and the pharmaceutical industry. Respected authors from diverse disciplines offer their learned perspectives about the industry and its functioning, and provide practical strategies to strengthen the crucial bond between both partners. This important volume comprehensively presents useful strategies that marketers can use to reduce unnecessary conflict and identify potential collaborators in the serving of patients. Although both pharmacists and industry professionals often collaborate in joint

ventures, disagreements have erupted in public policy debates over respective roles in influencing drug therapy. Pharmacy and the Pharmaceutical Industry: Healing the Rift details the competing interests in the conflict, bringing the issues into the open to better examine the common interests and approaches that can ultimately heal the problem. This source provides a broad range of perspectives and helpful strategies to unite both partners for more fruitful collaboration. The book is extensively referenced and includes figures to clearly present ideas. Topics discussed in Pharmacy and the Pharmaceutical Industry: Healing the Rift include: conflicts between the industry and profession due to their respective roles in the channels of distribution of drugs decreased opportunities for relationships between pharmacists and industry professionals characteristics of the pharmacy educational system that contribute to biases and misconceptions about the industry the impact of health care system changes on the perceived value of relationships between industry and the profession initiatives to develop guidelines for managing relationships between the industry and profession how future changes in health care and technology will require greater collaboration to serve patients how relationship marketing theories such as the Commitment-Trust Model can help guide the development and strengthening of professional relationships between profession and industry Pharmacy and the Pharmaceutical Industry: Healing the Rift is a valuable resource for pharmacists, pharmacy educators, pharmacy students, pharmaceutical industry employees, and policymakers who are interested in strengthening the relationship between pharmacists and the pharmaceutical industry.

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