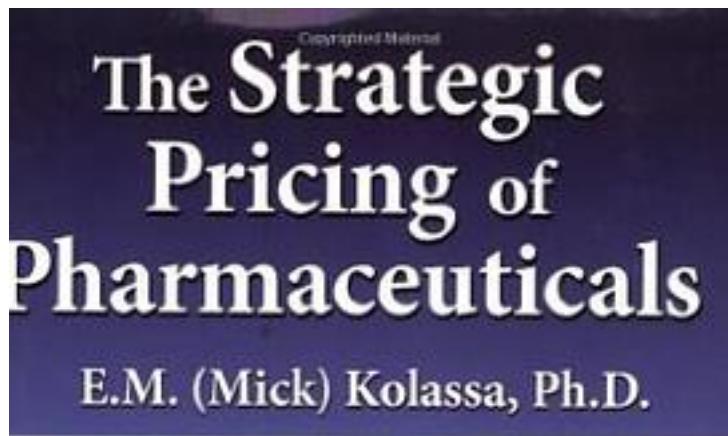


# The Strategic Pricing of Pharmaceuticals



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The Strategic Pricing of Pharmaceuticals explains how pharmaceutical prices are, and should be set, in the US and international markets. The book discusses how pharmaceuticals are different from other products in terms of value and why typical assumptions and approaches to pricing fail to consider the true nature of pharmaceuticals or to capture their value. This book provides pharmaceutical marketers with needed guidance through the use of in-depth discussions and analyses of the factors that should be considered when setting and managing pharmaceutical prices.

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