



Brand Medicine: The Role of Branding in the Pharmaceutical Industry

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As governments seek to mitigate the cost of state-subsidised healthcare, branding in the pharmaceutical industry has become a critical issue. Drugs companies must change their methods of communication and distribution - focusing more on their direct relationship with the consumer. This requires fundamental changes in consumer behaviour, access to information, freedom of choice and value for money. Brands and brand values will play a leading role in this process, as has been seen with products such as Prozac and Viagra. This book by Interbrand Newell and Sorrell, the world's leading branding consultancy, provides cutting edge thinking on this area and lessons for anyone involved in brand development and management.



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