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**New Edition of Pharmaceutical Marketing Guide
Incorporates New Developments in Advertising, Drug Status**

UNIVERSITY, Miss. – The marketing of pharmaceuticals has changed dramatically in the decade since Dr. Mickey Smith published his last book on the subject, so the University of Mississippi professor recruited a team of experts to help with a new edition.

“Pharmaceutical Marketing: Principles, Environment, and Practice” (Haworth Press) is the fifth in a series for Smith, an F.A.P. Barnard Distinguished Professor of pharmacy administration and director of the Center for Pharmaceutical Marketing and Management in the UM School of Pharmacy. The volume examines the principles of marketing drug products and environmental factors that affect their use, and presents industry successes and failures to demonstrate the concepts.

Smith’s co-authors are Dr. E.M. “Mick” Kolassa, assistant director of the center and a former director of pricing and economic policy at Sandoz Pharmaceuticals; Dr. Greg Perkins, senior vice president of global regulatory systems at Solvay Pharmaceuticals; and Dr. Bruce Siecker, president of Business Research Inc.

“My collaborators are a super group, and they really are way ahead of me now in many areas,” Smith said. “This book is a testament to their expertise.”

The volume includes chapters on general principles and practices, product research and development, pricing, distribution channels, promotion and prospects for the future. It leads readers through the traditional four Ps of marketing – product, price, place and promotion – as they relate to the industry.

Since Smith’s last look at the industry in 1991, the business has weathered a wave of corporate mergers and acquisitions, and many popular drugs have moved from prescription to over-the-counter status. But the biggest change has come in marketing, with many pharmaceuticals being marketed directly to consumers to fuel demand.

Critics charge that such efforts are a waste of money that drive drug prices higher. While Smith defends marketing efforts, he said he worries that flashy national ad campaigns take money from sales budgets that might be better spent presenting products to doctors.

“On the other hand, if people turn up at their doctor’s office with conditions they didn’t know they had – and they’re there because they saw an ad and recognized a symptom – it might result in them being treated earlier,” he said. “If that happens and lives are saved as a result, then that is a worthy result.”

Smith published his first book on pharmaceutical marketing in 1968 and has authored more than 20 books on patient care, medications and the history of the pharmaceutical industry. He says the new tome will be his last on the subject, but hopes that one of his colleagues will continue the series with updates as needed.