



Pharmaceutical Product Strategy: Using Dynamic Modeling for Effective Brand Planning

Mark Paich, Corey Peck, Jason J. Valant

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Focusing on cross-functional coordination and knowledge integration, *Pharmaceutical Product Strategy: Using Dynamic Modeling for Effective Brand Planning* introduces many of the complexities facing many pharmaceutical firms. The book examines issues surrounding utilization of information, consistency of assumptions, and the need for processes that integrate various functional areas. It also discusses why the dynamic modeling process is an effective way to address these problems in a systematic and accessible way. An appendix covers more technical points of dynamic model analysis including agent-based approaches and mathematics of continuous formulations, and details for choice models and conjoint analysis.

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