

A Text Book of Pharmaceutical Marketing Management

PRACHI ACHAL SHAHU

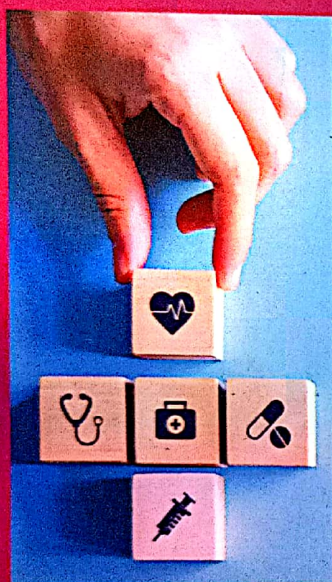
M. Pharm. Ph.D. (P)

YOGESH VAISHNAV

M. Pharm., Ph.D.

SHEKHAR VERMA

M. Pharm., Ph.D.



Dr. P K Education

ISBN: 978-93-94919-58-7

First Edition: 2024

Copyright © Authors

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system without permission, in writing from the authors and publisher.

Published by: Dr. P K Education
2516/15, Gudhiyari, Raipur-492008 (India)
drpkeducation@gmail.com
Contact No.: +91-8448934562
www.drpkeducation.com

Distributed by: Dr. P K Education
2516/15, Gudhiyari, Raipur-492008 (India)
drpkeducation@gmail.com
Contact No.: +91-8448934562

Printed by: Kanak Product, Raipur

Price: ₹ 220.00

Note: Every possible effort has been made to eliminate errors in this book. In spite this, few errors may have remained. Any type of error or mistake so noted, and shall be brought to our notice, shall be taken care of in the upcoming edition(s). It is notified that neither the publisher, nor the author or book seller shall be responsible for any damage or loss of action to any one of any kind, in any manner, therefrom. The reader must cross check all the facts and contents with original Government notification or publications.

Also Find us on:

www.drpkclasses.com

Google Playstore & IOS: Search "Dr. PK Classes"

Facebook: <https://www.facebook.com/PKClasses100>

Instagram: <https://www.instagram.com/PKClasses100>

About the Authors

Prachi Achal Shahu

A hardworking teacher and have 6 review & 2 research articles published at national/international; good impact factor journals. She has 2 patents for design and 1 patent for publication. She has published 2 books in the field of Pharmacy. She has a book chapter in Taylor and Francis. She did Bachelors and Masters of Pharmacy (Specialization: Pharmaceutics) from reputed University; Rashtrasanth Tukdoji Maharaj Nagpur University (RTMNU). Bachelor's degree from Guru Nanak College of Pharmacy, Nagpur, Maharashtra. And Masters from Kamla Nehru College of Pharmacy, Nagpur, Maharashtra. Current working faculty at Galgotias College of Pharmacy, Greater Noida. A PhD Research Scholar at Amity University, Gurugram; Haryana. She has 10+ years of teaching experience & industrial training experience at Vama Pharma. She has presented posters, attended many conferences, symposium and was active participant in IPA convention. A teacher with a good understanding of pharmaceutical instruments, equipment's/machines used in pharmacy and also guided students for their projects in B. Pharmacy.

Dr. Yogesh Vaishnav

Dr. Yogesh Vaishnav is an Associate Professor at Department of Pharmacy, Guru Ghasidas Central University, Bilaspur. He has completed his M. Pharm. from Guru Ghasidas Central University, Bilaspur. C.G. and Ph.D. from Chhattisgarh Swami Vivekanand Technical University, Bhilai, C.G. His area of research is drug design and synthesis of novel molecules for different biological activities. He has more than 14 years of teaching and research experience. He has authored more than 50 research and review papers in National and International Journals. Dr Yogesh has 17 Indian patent publications with 7 International patent grants to his credit. He is a life member of APTI and also a member of CPCSEA, Govt. of India. He has authored three books for pharmacy professionals.

Dr. Shekhar Verma

Dr. Verma is Professor at Guru Ghasidas Central University, Bilaspur. He has done his Graduation and Ph.D. from Guru Ghasidas University Bilaspur, Chhattisgarh, and done Post-Graduation from B. R. Nahata College of Pharmacy Mandsaur (MP). Dr. Verma has more than 20 years of vast experience in academic, research, and administration. Dr. Verma has published many national and international papers having high impact factor and also presented his work in different international conferences and seminars at Dubai (UAE), Thailand, Malaysia etc. Dr. Verma has also received Dr. Mahadeva Lal Schroff Award in memory of Dr. M. L. Shroff, the father of Indian Pharmacy Education, for his excellent work in the pharmacy field. He has previously worked as Registrar at the Chhattisharh State Pharmacy Council, Raipur, Chhattisgarh.



Website: www.drpkeducation.com
Email: drpkeducation@gmail.com

Visit
www.drpkclasses.com

