



Pharmaceutical Marketing and Economics

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Message from the Guest Editors

As the use of prescription medications has grown worldwide, two of the more controversial topics in the field are how those drugs are marketed and the economics/pricing associated with their use. Pharmaceutical marketing and the economics of medications are more than a single advertisement or the price of a medication. From the various cues used in pharmaceutical manufacturer communications to readability and patient understanding of those communications to cost-effective and cost-utility analyses, pharmaceutical marketing and economics encompass a large variety of important factors in healthcare communication and delivery. Researchers and health care policy experts across the globe continue to analyze the most effective and efficient ways to communicate with patients and providers in the increasingly patient-centered healthcare environment. Pharmaceutical marketing and economics encompass all of these topics and more, with the overarching goal being to find the most efficient use of resources—economically, socially, and behaviorally.





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