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Marketing Ethics and Pharmaceutical Industry

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Does marketing practices of pharmaceutical companies in developed and third world countries are same? This book gives a perspective of Unethical Marketing and Promotional activities done by Pharmaceutical Companies. Pharmaceuticals internationally are under scrutiny, for conducting their business on high ethical grounds but this would seem to be a wild goose chased, when we actually evaluate the business conduct of those organizations in developing countries. There is a substantial difference of ethical conduct in doing business in third world countries like Pakistan. In this book the author tries to elaborate these differences for understanding the Unethical Marketing and Promotion of Pharmaceutical Industry in Pakistan.

Khurram Mirza

The author is a Master in Business Administration (MBA) and a professional marketeer within pharmaceutical industry of Pakistan. He has spent thirteen years in the active sales and marketing of the pharmaceutical products and have profound knowledge of inside out approaches of the pharmaceutical companies, while conducting their business.