Research part 1 - Designing marketing capability programmes for maximum business impact

- What do senior pharma industry leaders believe are the key benefits of investing in a comprehensive Marketing Excellence programme?

- What are the main pitfalls to getting the most from your marketing capabilities investment? How can these be avoided?

- What value do your peers think comes from partnering with an external agency to help deliver the Marketing Excellence solution?

- What are the practical steps to increasing the marketing capability in your teams?

Part 1 of Uptake Strategies’ research reveals ways to drive greater competitive advantage from your Marketing Excellence plans and investment

If you would like to see the detailed results of this research, please contact: roz.aberymaree@uptakestrategies.com

Coming soon:
Part 2: Future capabilities to build competitive advantage in 2014 and beyond
Part 3: Most respected companies for their Marketing Excellence