Building Marketing Capabilities for Competitive Advantage in 2014 & Beyond

Research part 3 - Most Respected Companies for their Marketing Excellence

- Senior commercial leaders views’ on which healthcare companies garner most respect for their Marketing Excellence and why

- Plus the most respected companies external to the healthcare industry and examples of their approaches to driving marketing innovation

- The healthcare companies that are successfully working to build trust with patients and engagement – see which major global healthcare companies are missing from the top 10 rankings according to the Patient Perspective 2013 survey, The Corporate Reputation of Pharma

- Stephanie Hall, Managing Director of Uptake Strategies, draws conclusions from the research results overall, including a summary of the key marketing capabilities to drive competitive advantage

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

New Uptake Strategies research for 2015: What is the Future of Launch Excellence? Research from depth interviews with senior commercial leaders plus the broader industry-wide perspective on key trends