

# Journal of Medical Marketing

[www.palgrave-journals.com/jmm/](http://www.palgrave-journals.com/jmm/)

Editor: Dr Brian D. Smith, PragMedic, UK

2010: VOLUME 10 • 4 ISSUES PER VOLUME

Print ISSN: 1745-7904 Online ISSN: 1745-7912



## Aims and Scope:

Under the guidance of its respected Editor and expert Editorial Board, **Journal of Medical Marketing** is the leading international journal for executives performing a marketing or commercial role at every company producing pharmaceuticals, medical devices or diagnostic equipment for the medical industry.

Every quarter, **Journal of Medical Marketing** publishes a wide range of peer-reviewed practice papers, research articles and professional briefings written by industry experts. Articles focus on the issues of key importance to medical marketers:

- Competitive strategies of leading players in the global market place
- The impact of emerging market segments
- Alternative strategies for new market entry and existing market share defense
- Product strategies at all stages of the life cycle
- The effectiveness of traditional and alternative channels of marketing communication
- The implementation and control of full-mix marketing programs

## Online Features and Site License Access:

- Online archive available back to 2000.
- Advanced online publication - definitive, citable version of papers available online ahead of print.
- A Site License provides access to all content published during the supply period. Access is granted to a further rolling four-year archive where available during the supply period only. Archive content not included in the license agreement is available to purchase.
- Users benefit from all the online features outlined on page 5.
- **Journal of Medical Marketing** is indexed and/or abstracted in: Gale; SwetsWise; OCLC; Infotrieve; ABI/INFORM and related ProQuest services; EBSCO; SCOPUS.