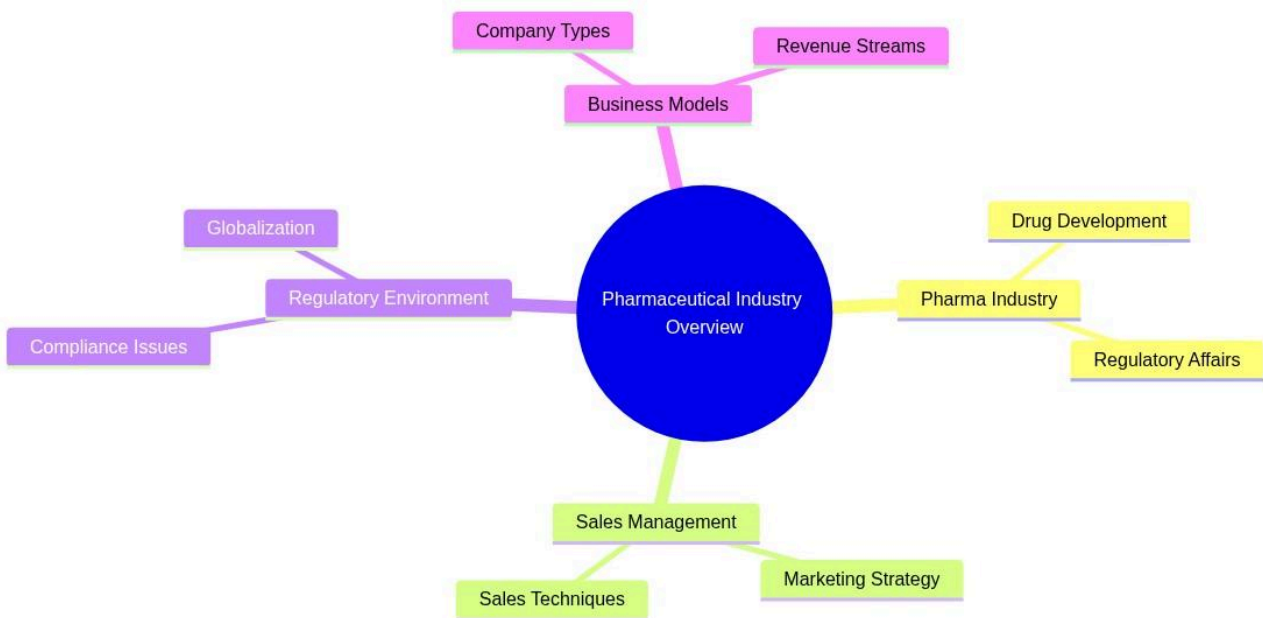


Professional Certificate in Pharmaceutical Sales and Marketing Management (Advanced)

Pharmaceutical Industry Overview



mindmap

root((Pharmaceutical Industry Overview))

Pharma Industry

Drug Development

Regulatory Affairs

Sales Management

Marketing Strategy

Sales Techniques

Regulatory Environment

Compliance Issues

Globalization

Business Models

Company Types

Revenue Streams