GBI Research
Global Business Intelligence

Changing physician, patient, and consumer trends in today's increasingly digital society are forcing an

The company's latest CBR Pharma Insights report states that while the pharmaceutical field is

Arshad Ahad, Analyst for GBI Research, explains: "Certain digital channels and marketing methods ha

"However, effective implementation of digital marketing, in conjunction with traditional channels in an in

While the challenges and risks posed by new digital channels and overhauls of traditional processes ar

The traditional relationship between a physician and sales representative is evolving. Given the easy a

Ahad continues: "Through effective digital strategies, companies can reach a larger audience, often at

A successful multichannel marketing strategy does not, however, entail replacing all traditional process