



Understanding Pharma: A Primer on How Pharmaceutical Companies Really Work

By John J. Campbell

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Public Relations

Students preparing for careers in the pharmaceutical industry will also find it extremely effective in orienting them to their chosen field, and the industry as a whole.

Be sure your team has what it takes to succeed in this competitive environment. *Understanding Pharma* will provide the practical knowledge they need. Also be sure to check out the companion book, *Lingua Pharma*, the first comprehensive glossary of industry-related terms.



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Editorial Review

Understanding Pharma has been an important training tool for our employees. After reading the book and taking the e-courses available from the Pharmaceutical Institute, I knew that to be successful, we needed to make this offering available to our entire company. --Senior Director of Sales Training at a midsize pharmaceutical company

I saw Understanding Pharma and immediately made it part of our sales force training program. Our sales reps come from a variety of career backgrounds, mostly non-pharma. With this resource, I am now confident that our representatives will have a broader understanding of how the industry works. --Vice President of Sales at a leading pharmaceutical company

This is a great resource. The Pharmaceutical Institute has done an excellent job putting together such a comprehensive guide one that does not exist elsewhere in the marketplace. I wish I had this kind of resource when I started out in the industry 20 years ago. --Head, Business & Commercial Analysis at a midsize biotech company

About the Author

John Campbell founded Campbell Alliance in 1997 using his extensive experience in the pharmaceutical, contract research, and information technology segments of the healthcare industry. Today, the company is the premier provider of management consulting services to the pharmaceutical and biotech industries. Prior to founding Campbell Alliance, Mr. Campbell was a director for GlaxoWellcome and the Vice President of Business Development for a US subsidiary. Mr. Campbell earned an MBA from William & Mary in Williamsburg, Virginia, and received his BBA, summa cum laude, from Pace University in New York. He is also the author of *Lingua Pharma*, the definitive glossary of industry terms.

Users Review

From reader reviews:
Billie Duran: The book *Understanding Pharma: A Primer on How Pharmaceutical Companies Really Work* has a lot details on it. So when you check out this book you can get a lot of benefit. The book was authored by the very famous author. Mcdougal makes some research before write this book. This book very easy to read you can find the point easily after scanning this book.

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