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Generic medicine and the mystery of a leading marketing strategy: Opportunities, challenges and solutions

In today's economic, social and political challenges, availability of effective, safe and convenient medicine is a very ethical mission specially with the high cost of research and development of new medications for chronic, infectious and NCD (Non Communicable Diseases and Conditions) with plentiful of generic manufacturing firms all over the world and in both developed and developing countries. The ample of generic manufacturing firm's change the rules of the game as it developed very pivotal for those firms to possess its outstanding and unique marketing strategy and to find its way among the leading companies with huge budget and resources. The few number of firms that leads the generic business in every country and in the world develop the burden for the rest of the companies and hastening the big share of generic market growth; the way to take substantial part of this share is mystery of your marketing strategy recipe. During the conference, this paper will illustrate the different marketing strategy recipes.

Biography

Mohammad Refaat Khattab was born at January, 1st - 1975 - graduated from College of Veterinary Medicine - Cairo University in 1997 and promoted to assistant prof. at Cairo University after he received Ph.D. in a unique specialty in medicine; precisely; the diagnosis of respiratory tract illness through bronchoscopy and was honored by the year 2000 from the club of Cairo University Staff Members as an ideal lecturer's assistant and now Mohammad is Research Scholar at College of Veterinary Medicine & Biomedical Sciences - GI Lab - Texas A&M - USA

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