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The Case Study of Pharmaceutical Sales and Marketing

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ABSTRACT:

The final component of an information continuum is pharmaceutical marketing, where ideas from research are translated into usable treatment tools and where data is gradually stacked to increase its utility to the medical community. Hence, one of the most important aspects of pharmaceutical innovation is the dissemination of knowledge to doctors through marketing. Marketing helps doctors tailor pharmacological therapy to specific patient demands by offering a well-informed selection of meticulously defined drugs. Right now, the most structured and extensive information system for medications is found in pharmaceutical marketing. Pharmaceutical marketing entails large expenditures, but they are typical of high-tech businesses where knowledgeable users need to be informed about essential and complex information.

Keyword: Sales & Marketing Drugs Oflox. Oflomac. Oflokem etc..

Introduction:

History Of Antibiotics:

Antibiotic comes from the Greek term antibiosis, which means "against life." It was formerly believed that anttiiotics were chemical compounds produced by bacteria.

The discovery of penicillin by Alexander Fleming in 1928 marked the beginning of the history of antibiotics. Fleming identified a substance that killed a broad range of bacteria and was produced by the mold Penicillium notatum. The foundation for the development of antibiotics was established by these findings Penicillin's widespread production started in the 1940s as a result of its efficacy in treating bacterial infections, and it played a significant role in World War II. The development of new antibiotics including streptomycin, chloramphenicol, and tetracycline following the discovery of penicillin strengthened the resistance to bacterial infections. Fluoroquinolones and cephalosporins are two instances of the novel classes of antibiotic

Mechanism of Action

An enzyme necessary for bacterial DNA replication and repair, bacterial DNA gyrase, is inhibited by the fluoroquinolone antibiotic ofloxacin. Ofloxacin prevents the bacterial cell from dividing and multiplying by interfering with this process, which eventually results in the death of the bacteria.[3]

As per the instructions, I selected Sadar Bazar, satara as my survey area.

Survey:

The results of survey are as follows:

Antibiotics found in survey:

SR. NO.	DRUG
1.	Ofloxzacin
2.	Cefuroxime
3.	Cefpodoxime
4.	Cefixim
5.	Clarithromycin
6.	Amoxicillin Potassium Clavulanate
7.	Doxycycline
8.	Azithromycin

9.	Norfloxacin

Category for Study: (Antibiotic

Definition:

Antibiotics are medicines that are used to treat as well as prevent bacterial infections. They inhibit growth and sometimes destroy the microorganisms that cause infections.

History of Antibiotics :

The name antibiotic was derived from the Greek word antibiosis, which meaning “against life.” Anttiiotics were once thought to be chemical molecules manufactured by bacteria.

The history of antibiotics began in 1928 with Alexander Fleming’s discovery of penicillin. Fleming

Discovered a chemical generated by the mold Penicillium notatum that killed a wide variety of bacteria. This discovery lay the groundwork for the creation of antibiotics.

Due of its ability to treat bacterial infections, penicillin’s largescale manufacture began in the 1 940s and had a major impact on World War II.

The resistance against bacterial infections was strengthened with the discovery of additional an tibiotics such as streptomycin, chloramphenicol, and tetracycline after penicillin.

Cephalosporins and fluoroquinolones are two examples of the new groups of antibiotics that were discovered in the 1950s and 1960s. However, antibiotic-resistant bacteria have emerged as a hazard to world health due to overuse and misuse of antibiotics.

Despite challenges, ongoing research aims to develop new antibiotics and strategies to combat antibiotic resistance, ensuring the continued effectiveness of these crucial medications.

Images Of MedicalVisit :

Adverse effects and safety in pregnancy:

Along with its needed effects, a medicine may cause some unwanted effects. Although not all of these side effects may occur, if they do occur they may need medical attention.

Check with your doctor immediately if any of the following side effects occur:

Common side effects include:

Nausea Vomiting Headache Diarrhea Gas

Stomach pain

Skin rash or itching

White patches in your mouth or throat Vaginal yeast infection (itching or discharge)

Rare and severe side effects can include:

Watery or bloody diarrhea.

Pale or yellowed skin, dark colored urine, fever, confusion or weakness easy bruising or bleeding.

Skin rash, bruising, severe tingling, numbness, pain, muscle weaknes

Agitation, confusion, unusual thoughts or behavior, seizures (convulsions).

Nausea, upper stomach pain, itching, loss of appetite, clay-colored stools, jaundice (yellowing of theskin or eyes).

Severe skin reaction -- fever, sore throat, swelling in your face or tongue, burning in your eyes,skin pain.

Safety in pregnancy:

Because of the possible hazards to the growing baby, it is typically not advised to use ofloxaci nduring pregnancy, especially during the first trimester. Healthcare providers frequently take into account safer alternatives when prescribing antibioti cs ifnecessary for medical reasons. It's critical to speak with a healthcare professional to go over the details of the case and choose thebest course of action

Conclusion

These days, antifungal medications are routinely used. Antifungal drugs are widely utilized in the market. However, a survey conducted with pharmacists and doctors revealed that itraconazole and clotrimazole are the most commonly prescribed and dispensed antifungal drugs. We conducted a thorough survey on the marketing and sales of various drugs in neighborhood pharmacies and clinics, and we produced a thorough report on these medications I completed the Satara survey. We also draw the conclusion that clotrimazole and itraconazole are widely utilized in the treatment of fungal infections.

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