

Pharmaceutical Sales and Marketing

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Abstract: Market relationships and rivalry are developing in the pharmaceuticals sector. defines the need for the main marketing provision's characteristics and scientific, deliberate use in the context of population drug supply. Pharmacies and pharmaceutical companies' marketing strategies help them respond effectively to environmental changes, consumer expectations, and organisational skills for market research and analysis-based management decisions. From the planning stage and product development to after-sales service and the examination of the consumer's response to it, marketing has a broad range of applications. When entering a foreign market, marketing is crucial to boosting exports.

Keywords: Market

I. INTRODUCTION

Market relationships and rivalry are developing in the pharmaceuticals sector. defines the need for the main marketing provision's characteristics and scientific, deliberate use in the context of population drug supply. Pharmacies and pharmaceutical companies' marketing strategies help them respond effectively to environmental changes, consumer expectations, and organisational skills for market research and analysis-based management decisions. From the planning stage and product development to after-sales service and the examination of the consumer's response to it, marketing has a broad range of applications. When entering a foreign market, marketing is crucial to boosting exports.

1.1 Reason for Selection of Aceclofenac

Aceclofenac controlled-release (CR) is a 200 mg once-daily tablet that is bioequivalent to regular aceclofenac. However, Korea has not done a good job of researching its safety in humans. As a result, we sought to assess the prevalence and patterns of adverse events (AEs), the efficacy of aceclofenac CR, and the variations in AE incidence rates according on the baseline features of each patient. In order to alleviate musculoskeletal pain and inflammation, aceclofenac CR was prescribed to individuals in this trial at each experimental facility. The individuals received one tablet of aceclofenac CR (200 mg once daily) and underwent 4 weeks of post-treatment monitoring. The Visual Analogue Scale (VAS) was used to gauge the severity of the pain while factors influencing the likelihood of AEs were assessed. The incidence rate of AEs was 0.86% and that of adverse medication reactions was 0.74% among 14,543 patients. No significant AEs or unanticipated medication responses were observed. Inpatient treatment, those with concurrent illnesses, people receiving concurrent drugs, and females all had significantly higher incidence rates of AEs (all $P < 0.05$). The mean changes in VAS were substantially lower four weeks after taking aceclofenac CR compared to before. 91.63% of clinical trials were successful overall. This investigation verified that aceclofenac CR did not cause any significant adverse responses above and above those previously documented for the drug's traditional formulation's safety outcomes in regular clinical practice settings. The previously disclosed data on the safety and efficacy of aceclofenac may not be violated by the use of aceclofenac CR.

1.2 Developing Questioners

Here are a few samples of product survey inquiries to ask clients about our product:

1. How frequently do you utilised our items, first?
2. Which characteristics do you value the most?
3. How would you contrast our offerings with those of our rivals?
4. What crucial components are we missing?
5. What problems are you attempting to solve with our product?
6. What different types of people might discover
7. Is our product practical?

8. How user-friendly is our product?
9. What do you think about the value for the money?
10. How likely are you to recommend this product to others?
11. In what ways could we make our product better to satisfy your needs?

Top Pharmacists skills which will be useful for your successful career.

Accuracy

Pharmacists deal with drugs in all of its facets, from their creation to their marketing and even their dispensing. As pharmacists, we are aware that medications can be harmful if improperly distributed or handled.

Communication-Skills

The majority of professionals place a high value on communication abilities, and they know both English and their native tongues. When speaking with patients, it is crucial.

Proof-Reading

These drugs are occasionally prescribed by clinicians who fail to recognise drug-drug interactions. Following that, pharmacists can act as proof-reader's, alert the doctors concerned, and recommend modifications to the prescription.

Interpersonal-Skills

Pharmacists sometimes have to contend with physicians who don't want to answer questions and impatient patients who may become irate while waiting for their prescriptions.

Counseling patients is the most crucial of all the talents. Patient counselling is the practise of giving important information, guidance, and support to patients in order to help them manage their prescriptions and make sure they take their drugs as directed.

Gainin-knowledge

The pharmaceutical industry is one that constantly introduces new items and medications to the market.

Professional-Ethics

Pharmacists are supposed to conduct themselves ethically. Patient information must be kept confidential. Even if some patients buy anti-HIV medications from a pharmacy and come from far or close by, under no circumstances are their identities revealed to the public.

Teamwork and group projects, innovative teaching methods, and going their own way

- Crisis Intervention
- Listening intently
- Think critically
- Simulated interviews
- Taking notes and reflecting on oneself
- Peer evaluation
- Learning and Evaluation

Medical Product -

Product	Compony
Aceclofenac	Glenmark Pharmaceuticals
Diclofinac	Elam pharma
Moxikind cv	mankind
cedon	Blue cross

Ibuprofen	Bufen	
Nimsulide	Cipla	
Acemetacin	Aktteva pharma	

Doctor list

1. Sadguru Fracture & Accident Hospital, Sangola. (Contact no -02187-220020)
2. Lawate Fracture & Accident Hospital, Sangola. (Contact no-7774038838)
3. Dakshata mutli-speacality hospital, Sangola (contact no -9503853420)

Rank	Company	Market capitalization (January 2022)
1	Sun Pharma	₹198,484 crore (US\$25 billion)
2	Divi's Laboratories	₹104,642 crore (US\$13 billion)
3	Cipla	₹75,206 crore (US\$9.4 billion)
4	Dr. Reddy's Laboratories	₹70,193 crore (US\$8.8 billion)
5	Glenmark Pharmaceuticals	₹54,673 crore (US\$6.8 billion)
6	Torrent Pharmaceuticals	₹44,955 crore (US\$5.6 billion)
7	Lupin	₹40,894 crore (US\$5.1 billion)
8	Alkem Laboratories	₹40,865 crore (US\$5.1 billion)
9	Zydus Lifesciences	₹40,545 crore (US\$5.1 billion)
Rank	Company	Market capitalization (January 2022)
10	Aurobindo Pharma	₹36,638 crore (US\$4.6 billion)

Combination of Drug

In medical practice, prescribing fixed dosage medication combinations has become fashionable. Many doctors, both in the commercial and public sectors of government, prescribe nonsensical fixed dosage medicine combinations under the pretext of increased patient compliance. Many infectious infections are increasingly difficult to treat with a single medication. Poor drug compliance is a result of the rising expense of medications, which makes the issue worse for both patients and prescribers. The potential golden egg was rapidly noticed by medication manufacturers, who are now promoting fixed dosage therapeutic formulations for a variety of disorders. Even though using pharmacological combinations is a standard practice, choosing the best dose and combination has mostly relied on trial and error. Pharmacologists believe that the rationale behind many fixed dosage medication combinations that are administered often and taught to undergraduate medical students is illogical. More than 100 illogical combinations that are being Table 1 promoted in India but are not permitted in any industrialized nation are listed by CIMS. Undergraduate medical students must be taught this fact during their formative learning years so that when they treat illnesses like malaria, tuberculosis, AIDS, hypertension, etc. they will be more logical in choosing appropriate drug combinations and won't be swayed by marketing gimmicks and exaggerated claims made by the pharmaceutical industry. Some bizarre fixed dosage medication combinations are offered on the Indian market.

1. Cisapride + Omeprazole; Mosapride + Pantoprazole
2. Amoxicillin + Cloxacillin

3. Nimesulide and diclofenac; nimesulide and dicyclomine; and nimesulide and simethicone Nimesulide and Paracetamol, Nimesulide and Cetirizine and Pseudoephedrine, and Nimesulide and Paracetamol and Tizanidine are other examples.

4. Dextromethorphan + Cetirizine + Phenylpropanolamine Phenylpropanolamine Levocetirizine, Phenylpropanolamine, and Paracetamol

Role :

The Product Manager's (PM) job description is extensive and includes a variety of duties related to the product life cycle. A product manager will often be in charge of a product, or a portion of one, from conception to distribution.

Learn about your possibilities for professional growth and what a long-term career in product management may look like for you. This article will teach you more about:

Responsibilities:

1. Compiles and evaluates data from market and competitive research
2. Works along with internal teams to develop product specifications
3. Works on certain features, enhancing them, and producing new ones as directed.
4. Supports testing, investigates problems, and seeks solutions
5. Produces reports on discoveries, flaws, improvements, statuses, and risk management and displays them. The train already left the station. I believe the team and my administrators already know what they want to do. The target audience and communication channels were chosen long ago. It seems disingenuous, and quite frankly a waste of resources, to prepare a document to justify these decisions.

From the time the potential treatment is first discovered to the US Food and Drug Administration (FDA) clearance procedure and eventual market launch, the introduction of a new painkiller to the US commercial market is a lengthy and difficult process. Clinicians may not be completely aware of the purposeful efforts taken by pharmaceutical firms to obtain FDA clearance at the prescriber end of this process or aware of the internal business conversations that follow about how to best bring a new medicine to the market. I spoke with Alan J. Milbauer, a former vice president from AstraZeneca, for this article. He agreed to talk about the difficulties facing drug development from the viewpoint of a pharmaceutical business executive. Select the target for your marketing efforts in this crucial phase. Use traits like stage of change (readiness to buy), demographics, geography, associated behaviors, psychographics, social networks, community assets, and market size to provide a thorough description of your target customer. The core target audience should be the emphasis of a marketing strategy, but other secondary markets (such as strategic partners and opinion leaders among the target audience) are frequently identified and methods are typically incorporated to impact them as well. This conclusion is reached in three steps, as you will see in more detail in Chapter 6. Process of 1) dividing the market (people) into groups that are comparable, 2) assessing the segments based on a set of criteria, and 3) selecting one or more segments as the focus of positioning and marketing mix tactics.

Acetofenac chemistry

Chemically known as [(2, 6-dichlorophenyl) amino phenyl]acetoxyacetic acid], aceclofenac (C₁₆H₁₃Cl₂NO₄) is a crystalline powder with a molecular weight of 354.19. It has high permeability in water but is essentially insoluble in water. The primary metabolite is [2(2',6'-dichloro-4'-hydroxy-phenyl amino) phenyl] acetoxyacetic acid, which is further conjugated in human hepatocytes and microsomes. Depending on their solubility and permeability, medicinal compounds are divided into four classifications by the Biopharmaceutical Classification System (BCS). Aceclofenac is a BCS Class II medication that is extremely permeable and poorly soluble.

Aceclofenac acts by preventing prostaglandins (PG), which are responsible for pain, swelling, inflammation, and fever, from being produced by the enzyme cyclooxygenase (COX). Aceclofenac has been shown to have a much lower incidence of stomach ulcerogenicity than the other commonly given NSAIDs, such as 2-, 4-, and 7-folds less than naproxen, diclofenac, and indomethacin

II. PHARMACOLOGY

Chemically known as [(2-2, 6-dichlorophenyl) amino phenyl]acetoxyacetic acid], aceclofenac (C₁₆H₁₃Cl₂NO₄) is a crystalline powder with a molecular weight of 354.19. It has high permeability in water but is essentially insoluble in water. The primary metabolite is [2(2',6'-dichloro-4'-hydroxyphenylamino)phenyl] acetoxyacetic acid, which is further conjugated in human hepatocytes and microsomes. The Biopharmaceutical Classification System (BCS) categorises medications.

A substance's solubility and permeability determine its classification into one of four classifications. Aceclofenac is a BCS Class II medication that is extremely permeable and poorly soluble. [5]

Aceclofenac is used to treat osteoarthritis, rheumatoid arthritis, and ankylosing spondylitis-related pain and inflammation. Aceclofenac is an NSAID that blocks both COX enzyme isoforms, a crucial enzyme in the inflammatory cascade. While COX-2 is an inducible enzyme engaged in the synthesis of inflammatory mediators in response to inflammatory stimuli, COX-1 enzyme is a constitutive enzyme involved in prostacyclin production and stomach mucosa's defence mechanisms

Formulation

The direct compression and wet granulation techniques were chosen to create a unique mouth-dissolving formulation. All materials were put through a 40 mesh in wet granulation. The right amount of sodium lauryl sulphate, aceclofenac, Ac-Di-Sol, and Avicel PH 102 were combined together. Just enough alcoholic PVPK30 solution was added to the combination to bond the mass, and the wet mass was then passed through a 14 mesh to create granules. Granules were passed through a 20 mesh screen after being dried at 60°C for 30 minutes, and they were then utilised for further processing. Granules were combined with the extragranular component of the lubricant or glider and needed 10% fines. A single punch tablet machine was then used to compress the resultant bulk into tablets. In order to optimise, batch A1 To create batches utilising the direct compression approach and produce high-quality tablets, Avicel PH102 was used as the diluent. Excipients were employed in the same quantities and in the same ratio as in batches produced by wet granulation. Before combining, all of the ingredients were passed through a 40 mesh screen. Superdisintegrant (croscarmellose sodium) and the diluent Avicel PH102 were correctly combined with the medication. Talc, aspartame, sodium lauryl sulphate, and magnesium stearate were all added to the concoction. After that, the material was compressed using a single punch tablet machine. Three validation trials (batch D1, D2, and C3) were planned to test the consistency of the formulation in batch C3.

New drug approval for 2020

Drug name	Approval date
Nurtec OTD	2/27/2020
Barhemsys	2/26/2020
Vyepti	2/21/2020
Nextel	2/21/2020

For the purpose of FDA examination, some medications are categorised as "new molecular entities" (NMEs). These medicines usually provide significant new therapy for patients since they frequently include active molecules, either as a single ingredient medication or as a component of a combination product, that have not previously received FDA approval. For administrative reasons, certain medications are classified as NMEs, yet they nonetheless include active ingredients that are quite similar to those found in previously FDA-approved goods. For instance, CDER designates biological products presented in a section 351(a) of the Public Health Service Act application as NMEs for the purposes of FDA assessment, regardless of whether the Agency has already authorised a comparable active component in a different product. classification by FDA

Lead list

MELCO Suspension

Composition: Aceclofenac & Paracetamol Suspension

MELCO-MR Tablets

Composition: Aceclofenac 100 mg, Paracetamol 325 mg, Chlorzoxazone 250 mg Tablets

MELCO-SP Tablets

Composition: Aceclofenac 100 mg, Paracetamol 325 mg, Serratiopeptidase 15 mg Tablets

LYFN-T4 Tablets

Composition: Aceclofenac 100 mg, Thiocolchicoside 4 mg Tablets

EROCOX 90 Tablets

Composition: Etoricoxib Tablets

FLIPWELL Capsules

Composition: Flupertine Capsules

MEFROL-P Syrup

Composition: Mefenamic and Paracetamol Syrup

NAPDONE Tablets

Composition: Naproxine & Domperidone Tablets

NUMACLE-P

Composition: Nimesulide 100 mg, Paracetamol 325 mg Tablets

THREE DS Tablets

Composition: Trypsin, Bromelain, Rutoside, Diclofenac Tablets

Funnelling Customer

Paid advertisements, social media, SEO, content marketing, and several more channels are often included in this plan.

Although the idea is straightforward, conversion funnels can be quite complicated for a variety of reasons, such as:

Every consumer has a varied level of awareness (some have heard of your brand and are looking at alternatives, while others don't even know that solutions exist). There are many different marketing channels to pick from (bought advertisements, various demands from a teacher who wants a survey tool).

Given these factors, it's simple to see how developing a marketing funnel may easily turn into a very difficult task. You most likely already have a marketing funnel even if you've never taken the time to properly construct one. Here is an illustration of how a marketing funnel may appear:

An illustration of a marketing or sales funnel would be someone who completes their purchasing process by:

Email list > Blog Post > Conversion

Blog post > Podcast Ad > Conversion

Landing page > Facebook Ad > Conversion

Landing page > Influencer Social Post > Conversion

Basically, whether you realize it or not, you have a marketing funnel if customers are buying your goods or services online.

Here's something crucial to remember: Your marketing strategy could seem straightforward and clear on paper, but in practice it may not always follow this pattern. As customers really go through your marketing funnel, there are frequently regressions and leaps.

For instance, even though both Customers A and B entered through content marketing, they had extremely diverse customer journeys and had various experiences with the buying funnel:

Best-in-class businesses are increasingly structuring their operations on what customers desire across all industries. In addition to the value provided by the product or service itself, it also refers to the complete process of learning about, selecting, purchasing, and utilising it in day-to-day life—what is typically defined as The performance of a new medicine during the first six months of its release tends to influence its market share going forward, thus providing great customer experiences is particularly important at launch. 1 One of the most important lessons I've learned is that you only have one shot, so you have to execute it right, as Adam Townsend, senior vice president of Biogen's speciality

pharmaceuticals and rare illness group, said in an interview. Achieving sales goals and boosting long-term prospects depend on differentiation. Companies might unleash huge value by creating unique experiences early enough to influence interaction with patients and healthcare professionals before and throughout launch.

Our study demonstrates that, even with superior treatments, consumer happiness is crucial in the pharmaceutical industry. 600 immunologists in Europe and the United States participated in a research that

Customer Disapproval

Genuinely hear what they have to say. Address problems head-on. Prevent problems before they arise.

3. Address the real issue

4. Seek To Facilitate Decision-Making 5. Recognize The Reasons For The Objections

Utilize A Framework 6. Review Your Offers 7.

8. Rephrase the criticism

9. Get ready in advance

Negotiation

1. Struggle with the procedure.

2. Establish benchmarks and due dates.

3. Try an exit strategy.

4. Have a rest.

5. Involve a reliable outsider.

6. Modify the lineup.

Create a contingency plan.

III. CHALLENGES

Pharmaceutical sales before talking about the current problems

- Pharma purchasers include doctors, pharmacists, and hospital pharmacies.
- Medical representatives need to play a big part in creating the demand for orders.
- Sales people may greatly simplify their duties if the automation component was properly connected with MR reporting tools.
- Using this industry-specific software, medical representatives might quickly ascertain a location's unique requirements
- Sales forecasting for expanded geographic reach
- The business model for the MRs of today has changed. Today's businesses are shifting from a generic sales force (product baskets offered to specialists) to a structure that focuses on a particular specialty. This change in the model reflects the load that MRs face due to their obligation to cover vast territories. Align field force efforts with sales forecast
- Nothing is a greater concept than providing pharma sales targets while making efficient use of MR software.

Physician Access Restrictions

Representatives from pharmaceutical companies are making doctors hesitant to visit. The difficulty for these salespeople is persuading the doctors to attend the conference. Creating Future Prospects from Leads

Global Aceclofenac Market Report Segments:

The market is divided by Product Type Tablets, Capsule, and By Application Ankylosing Spondylitis, Systemic Traumatic Pain, Rheumatoid Arthritis, Chronic Infectious Arthritis, and Other.

With strategic analysis, micro and macro market trend and scenarios, price analysis, and an all-encompassing summary of the market conditions in the projected period, the Aceclofenac Market Research Report keeps a close eye on the major competitors. It is an expertly written, in-depth study that emphasizes key and secondary drivers, market share, top

categories, and regional analysis. The research also examines key actors, significant partnerships, mergers, and acquisitions, as well as current innovations and corporate practices.

The Aceclofenac Market Report's highlights include:

1. The market's structure and future predictions.
2. Aceclofenac market trends, prospects, and driving factors.
3. Past information and projections.
4. Projection estimates till the year 2030.
5. Market developments and trends.

Six. By Type:

tablets and capsules

7. In terms of Use:

3. Systemic traumatic pain, 2. musculoskeletal pain, and 3. osteoarthritis
4. Rheumatoid Arthritis 5. Ankylosing Spondylitis
6. Persistent Infected Arthritis
7. Other

8. Market situation by nation, region, and subregion.

9. Market share of the industry participants, business biographies, product details, SWOT analysis, and market competition medications that are non-steroidal anti-inflammatory (NSAIDs)

- Diflunisal; Diclofenac (Voltage); (Dolobid)
- Etodolac (Lodine)
- Benzoprofen (Nalfon)
- Fluniprofen (Ansaid)
- Ibuprofen (Motrin)
- Indomethasone (Indocin, Indo-Lemmon)

2. Ketorolac (Toradol)

Acid mefenamic (Ponstel)

- Meroxim (Mobic)
- Nabilone (Relafen)
- Navoxin (Naprosyn, Anaprox)

2. Oxaprozin (Daypro)

- Piroxaban (Feldene)

The Sulindac (Clinoril)

- Olmetec (Tolectin)

Price Fornac -200-sr Aceclofenac 200mg Sr Tablets. 690 / Box. Aceclofenac Tablets. 300 / Box. Thenac P Tablet. 38.84. Tablet Analgesic Tablets. 25 / Strip.

IV. REPORT SCOPE AND SEGMENTATION

Report Coverage	Details
Companies Mentioned	<ul style="list-style-type: none"> ● Navipharm ● SK Chemicals ● Hanmi ● Glenmark Pharmaceuticals ● Bausch Health ● Daewoong ● Bayer ● Sanofi ● BMS <p>And more.....</p>
By Type	<ul style="list-style-type: none"> ● Tablets ● Capsule
By Applications	<ul style="list-style-type: none"> ● Osteoarthritis ● Musculoskeletal Pain ● Systemic Traumatic Pain ● Ankylosing Spondylitis ● Rheumatoid Arthritis ● Chronic Infectious Arthritis ● Other
No. of Pages	102
Forecast Period	2022 to 2028
Growth Rate	Impressive CAGR from 2022 to 2028
Value Projection	USD Multimillion by 2028
Base Year	2021

North America, Europe, Asia-Pacific, South America, Middle East and Regions Africa

Report Writing

Using information from the Advertiser and Module in the practice school of pharmaceutical sales and marketing obtained fundamental and practical understanding of pharmaceutical product and drug process sales and marketing. Participants gain a system and system understanding via sales, create relationships, and obtain references during the meeting. How to analyze what's wrong with it and comprehend it. in order to greatly profit from it. and pricing via research on sales management. determining the needs, expectations, and desires of the consumer and the circumstance. It was investigated and reported on how to separate the client from the needs and emergency contact information development. The researcher attempted to comprehend the perceptions on the basis of the aforementioned investigation. of marketing experts regarding the technique for measuring success. The researcher examines the information gathered and determines the truth. A performance evaluation system is a highly helpful tool for encouraging staff development and is advantageous for business growth. The majority of workers are happy with the current system of performance reviews. Because the overall success of the organisation is the total of all employee performance, the performance assessment system is tied to compensation and rewards. According to employee feedback, organisation should put a 360-degree performance review system into place and create reasonable goals for marketing staff members. A performance review system must include every facet of a marketing or sales employee's performance, not only the quantity or value of sales.

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