

SUGGESTED FURTHER READING

Moi Ali, Stephen Brookson, Andy Bruce, John Eaton, Robert Heller, Roy Johnson, Ken Langdon, Steve Sleight (2002), *Managing for Excellence* (Dorling Kindersley).

Laura Brown and Tony Grundy (2004), *Project Management for the Pharmaceutical Industry* (Gower).

David Currier with Jay Frost (2001), *Be brief. Be bright. Be gone. Career Essentials for Pharmaceutical Representatives* (Universe Inc Book Publisher).

Reiner Czichos (2002), *Change Management* (Ernst Reinhardt Verlag).

Erwin Dichtl, Hans Raffée, Michael Thiess (1989), *Innovatives Pharma-Marketing* (Gabler Verlag, Wiesbaden).

Dolores M. Frías (2000), *Marketing farmacéutico* (Ediciones Pirámide (Group Anaya)).

Harald Friesewinkel (1992), *Pharma-Business* (E. Habrich Verlag, Berlin).

Ford Harding (1994), *Rain making. The Professional's Guide to Attracting New Clients* (Bob Adams, Inc., An F+W Publications Company).

Philip Kotler (1999), *Kotler on Management: How to create, win and dominate markets* (The Free Press, Simon & Schuster).

John Lidstone (2003), *Presentation Planning and Media Relations for the Pharmaceutical Industry* (Gower).

Michael Lonsert and Klaus-Jürgen Preuß & Eckhard Kucher (1995), *Handbuch Pharma-Management* (Gabler Verlag, Wiesbaden).

Janice MacLennan (2004), *Brand Planning for the Pharmaceutical Industry* (Gower).

David H. Maister (2000), *True Professionalism - The courage to care about your people, your clients, and your career* (Free Press).

Albert Mehrabian (1981), *Silent messages: Implicit communication of emotions and attitudes* (Wadsworth).

Franz Metcalf, BJ Callagher (2001), *What would Buddha do at work?* (Seastone, an imprint of Ulysses Press).

Robert B Miller, Stephen E Heimann (1987), *Conceptual Selling* (Miller-Heimann, Inc).

SUCCESSFULLY MARKETING CLINICAL TRIAL RESULTS

David Ogilvy (1983), *Ogilvy on Advertising* (New York, Crown).

Tom Peters (1999), *The Professional Service Firm 50; The Brand You 50; The Project 50* (Series published by Alfred A. Knopf, Inc. Copyright 1999 by Excel/A California).

Tom Peters (2003), *Re-Imagine* (Dorling Kindersley Limited).

B. Joseph Pine II and James H. Gilmore (2000), *The Experience Economy – Work is Theatre and Every Business a Stage* (Two audiocassettes, HighBridge Company, St. Paul, Minnesota, USA).

Ben Renshaw (2000), *Successful but something is missing: Daring to enjoy life to the full* (Published by Rider).

Al Ries and Laura Ries (1998), *The 22 Immutable Laws of Branding* (HarperCollins Publishers).

William Strunk Jr & EB White (2002), *The Elements of Style* (Allyn & Bacon. A Pearson Education Company).

Thomas Trilling (2003), *Pharma-Marketing* (Springer).

Peter Mc Williams (1995), *You cannot afford the luxury of a negative thought* (The Life 101 Series, Prelude Press, Inc).

ABOUT THE AUTHOR



Dr Günter Umbach is a board-certified gynaecologist, with experience as an oncology research fellow at the University of Texas, USA. Subsequently, he became product manager and then marketing director in a global research-based pharmaceutical company. He also worked as a medical director in a generics firm.

As a corporate manager, he assumed responsibility for marketing the clinical trial results of a billion-euro brand. As international brand team leader he developed in-house workshops to train his marketing colleagues how to effectively convert scientific data into prescription incentives. His team achieved the highest sales in the history of the product.

He now manages *Healthcare Marketing Dr Umbach & Partner*, a marketing services firm which specializes in training, advising and coaching marketing professionals in the healthcare sector. He gives advanced seminars in cities throughout Europe.

His clients benefit from his more than 25 years' experience in the healthcare market as prescribing physician, as marketer in the pharmaceutical industry, and as trainer and consultant.

He is a faculty member at a European management school, a lecturer at two German business-oriented universities, the instructor of the Forum Pharma Marketing Diploma course and an author on continuing marketing education. He is also a member of the Professional Expert Groups Business Coaching and Consultants of the American National Speakers Association.

Contact him at www.umbachpartner.com

