

***Journal of Medical Marketing* Call for Papers**

Responses to a Changing World

The *Journal of Medical Marketing*, the leading peer-reviewed publication in the sector, invites papers concerning marketing and strategy in the rapidly changing environment of the pharmaceutical, medical technology and related sectors.

Papers on any marketing and strategy related topic related to these sectors are invited, but especially welcome will be papers concerning issues such as:

- Maximising the success of product launches
- Managing the end of product life cycles
- Responding to the demands of evidence-based medicine
- Optimising sales force effectiveness
- Achieving market orientation in product led cultures
- Implementing multichannel marketing
- Creating value beyond the core product
- Achieving strategic change in practice
- Measuring the effectiveness of marketing spend
- Complying with new constraints on marketing activity

Papers are invited from both academics and executives. Further details of the *Journal of Medical Marketing* can be found at: <http://www.palgrave-journals.com/jmm/index.html>.

Instructions for authors can be found at:
http://www.palgrave-journals.com/jmm/author_instructions.html

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