



Medical Device Marketing: Strategies, Gameplans & Resources for Successful Product Management

Terri Wells

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The Insider's Guide to Success in this Unique Industry

To make it in the competitive and fast-changing medical device industry, you need to be armed with the best information available. That's where Medical Device Marketing comes in. With more than 20 years' experience in the business, author Terri Wells outlines a complete road map for a successful product cycle-from development to phase-out. You'll learn: •How to identify the customer-and why this seemingly simple task is trickier than it sounds. •Steps to a winning business plan-from conducting insightful market research to making accurate cost projections. •Keys to product development-along with what to do when the unexpected happens. •Effective sales support-including what you really need to know about how every sales team operates. •How to get product launches right-as well as the communication tips that will make or break a great product. •Tactics for managing existing product lines-and how to boost sales during a plateau. •Insider advice for a successful career-and the key behaviors you must always, absolutely avoid in order to keep it. •Much, much more! Whether you are aiming for a product management position or are a longtime veteran, Medical Device Marketing is the unique and up-to-the-minute guidebook for this exciting business. It's packed with real-life examples, sample charts and marketing plans, and-most importantly-keen insight you won't find anywhere else.

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