## **CONTENTS**

	. (vii)
ement	(ix)
	(xi)
	. (xiii)
TRODUCTION	1
The Evolving Landscape of Pharma Marketing:	
A Symphony of Change 6	
The Rise of AI in Business 13	
Al and Pharma Marketing: A Perfect Match? 18	
NDERSTANDING AI IN PHARMACEUTICAL MARKETING	25
Understanding AI in Pharma Marketing 28	
Key Al Concepts and Technology 33	
Applications of AI in Pharma Marketing 45	
Challenges and Opportunities in Al Integration 50	
IUMAN+AI SYNERGY IN PHARMACEUTICAL MARKETING	55
Brand and Science Intertwined 59	
Beyond Traditional Channels:	
A Revolution in Pharma Marketing 67	
Customer-centric Composition 72	
Regulation as Rhythm in Human+Al Collaboration 84	
IVE AI SUPERPOWERS RESHAPING PHARMA MARKETING	89
Personalization at Scale: Al's Magic Touch in	
•	
•	
•	
Pharma Marketing 122	
	TRODUCTION  The Evolving Landscape of Pharma Marketing: A Symphony of Change 6 The Rise of AI in Business 13 AI and Pharma Marketing: A Perfect Match? 18  INDERSTANDING AI IN PHARMACEUTICAL MARKETING Understanding AI in Pharma Marketing 28 Key AI Concepts and Technology 33 Applications of AI in Pharma Marketing 45 Challenges and Opportunities in AI Integration 50  IUMAN+AI SYNERGY IN PHARMACEUTICAL MARKETING Brand and Science Intertwined 59 Beyond Traditional Channels: A Revolution in Pharma Marketing 67 Customer-centric Composition 72 Regulation as Rhythm in Human+AI Collaboration 84  INE AI SUPERPOWERS RESHAPING PHARMA MARKETING

Part V: A	I-Powered Pharmaceutical Marketing	129
Chapter 17.	Al-Powered Stakeholder Engagement 133	
Chapter 18.	Engaging with Stakeholders in the Al-Fueled	
	Pharma Landscape 183	
Chapter 19.	Al-Powered Personalization 190	
Chapter 20.	Al-Powered Campaign Personalization in Pharma 203	
Chapter 21.	Symphony of Minds: Mapping Al-Powered Customer	
	Journeys for Success 236	
Chapter 22.	Al-Powered Omnichannel Marketing 250	
Chapter 23.	Al and Humans Revolutionizing Pharma	
	Marketing Research 269	
Chapter 24.	Point-of-Care AI: Transforming Healthcare	
	at the Patient's Bedside 282	
Chapter 25.	Al Across the Pharmaceutical Value Chain 286	
Chapter 26.	The Human Factor in Al-Powered Pharma Marketing 289	
Chapter 27.	Al+Human Collaboration: A Symphony of Success in	
	Pharma Sales and Promotion 297	
•	Reskilling and Upskilling for Human+Al Collaboration 310	
Chapter 29.	The Future of Pharma Marketing in the Al Age 327	
Part VI: L	AUNCHING INTO THE FUTURE:	
Т	HE RISE OF AI-POWERED PRODUCT LAUNCHES	331
Chapter 30.	Al-Powered Product Launches 334	
Chapter 31.	Al-Powered Content Creation and Personalized Marketing	342
Chapter 32.	Human Oversight and Control of Al-Driven Messaging and	
	Targeting 348	
Part VII:	AI-Powered Pharma Brand Management:	
(	OPTIMIZED YOUR BRAND IN THE DIGITAL AGE	351
Chapter 33.	Market Research and Insights with AI: Unleashing	
	Pharma Brand Power <b>355</b>	
Chapter 34.	Optimizing Your Sales and Distribution with AI:	
	A Step-by-Step Guide 372	
Chapter 35.	Optimizing Clinical Trials and Patient Recruitment with Al:	
	A Step-by-Step Guide 375	

Chapter 36.	Building Trust and Connections: A Step-by-Step Guide to Brand
	Communication and Reputation Management 379
Chapter 37.	Unveiling the Impact: A Step-by-Step Guide to Measuring
	and Analyzing Marketing Performance 384
Chapter 38.	Beyond the Typed Word: Generative Al and
	Conversational Al Revolutionize Brand Communication and
	Reputation Management 389
Chapter 39.	Orchestrating Reputation in Pharma: Leveraging AI for Trustworthy
	Brand Symphony 397
Chapter 40.	The Synergy of Minds in Brand Management and Customer
	Engagement 402
Chapter 41.	The Synergy of Human+Al Collaboration for
	Customer Interaction 416
Chapter 42.	Conducting the Audience: Market Research and Analysis for
	Pharma Branding Step by Step 433
Chapter 43.	From Insights to Impact: Translating Your Pharma Branding
	Symphony into Action 444
Chapter 44.	Symphony of Applications: Expanding the Reach of Brand
	Communications 450
Chapter 45.	Composing Compelling Content 467
Chapter 46.	Harmonizing Communication: Personalized Marketing and
	Engagement in Pharma Branding 473
Chapter 47.	Al in Regulatory Compliance and Risk Management 479
Chapter 48.	Optimizing the Sales and Distribution Symphony:
	A Step-by-Step Guide 483
Chapter 49.	Al's Harmonious Symphony: Enhancing Brand Communication
	and Reputation Management 490
Chapter 50.	Roles Humans and Al Play in Building Trust and Emotional
	Connections 505
Part VIII:	HARMONIZING TECHNOLOGY AND HUMANITY 511
Chapter 51.	Prompt Engineering: Whispering to the Al in
	Pharmaceutical Marketing 514
Chapter 52.	Chain Prompting: Orchestrating a Symphony of Content <b>526</b>

(xviii)	Contents
---------	----------

Chapter 53.	The Game of <i>Exquisite Corpse</i> and Chain Prompting <b>545</b>					
Chapter 54.	Al's Symphony in Pharma Marketing: Harmonizing Techno with Humanity <b>563</b>	logy				
	With full landy 300					
Part IX: E	PART IX: EMBRACING THE SYNERGY:					
<b>A</b>	A Transformation in Pharma	627				
Chapter 55.	The Al Arsenal: Tools for Pharma Marketing Revolution 63	80				
Chapter 56.	Breaking Down the Silos 633					
Chapter 57.	The Human Touch in a Digital Age 638					
Chapter 58.	Navigating the Ethical Compass: Al in Pharma					
	Marketing With a Conscience 641					
Chapter 59.	$Implementing AI Transformation in Pharma Marketing  {\bf 646}$					
Chapter 60.	Embracing Al Transformation in Small and					
	Medium-Sized Pharma Companies 670					
Chapter 61.	Gazing into the Crystal Ball: The Evolving Landscape of A	l in				
	Pharma Marketing 679					
PART X: TH	E ENCORE	683				
Chapter 62.	The Ethical Encore: Navigating the Moral Maze of Human+ Pharma Marketing 687	-Al				
Chapter 63.	The Orchestrated Encore: Unveiling of the Future					
	Landscape of Pharma Marketing <b>690</b>					
Chapter 64.	The Human Encore: Remembering the Heartbeat of Purpose	e <b>693</b>				
Epilogue		696				
Glossary		699				
Diving into A	I in Pharma: Useful Resources and Tools	707				
Reading List	t	709				
References		711				
About the Author						