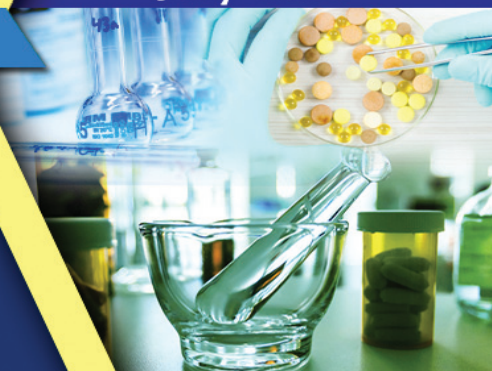
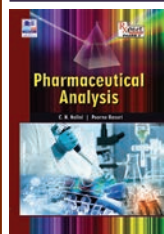




- ▶ **Pharmaceutical Quality Assurance**
 - ▶ GMP and GLP
 - ▶ Quality Assurance
 - ▶ Validation
- ▶ **Regulatory Affairs**
 - ▶ IPR ▶ Regulatory ▶ Management
- ▶ **Pharmaceutical Analysis**
 - ▶ Pharmaceutical Analysis Practical
 - ▶ Pharmaceutical Analysis Reference



STUDENT FRIENDLY BOOKS WRITTEN AS PER PCI SYLLABUS BY DISTINGUISHED AUTHORS



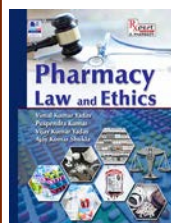
Pharmaceutical Analysis **NEW**



C. N. Nalini & Poorna Basuri

Contents: Section - I: Quality Assurance
 1. Introduction, Sources of Quality Variation, Control of Quality Variation
 2. Concept of Statistical Quality Control
 3. Validation Methods- Quality of Equipment, Validation of Equipment, and Validation of Analytical Instruments and Calibration
 4. GLP, ISO 9000
 5. Total Quality Management, Quality Review, and Documentation
 6. ICH- International Conference on Harmonisation-Guidelines
 7. Regulatory Control
Section - II: Chromatography
 8. Introduction to Chromatography
 9. Adsorption Column Chromatography
 10. Thin Layer Chromatography
 11. Paper Chromatography
 12. Ion Exchange Chromatography
 13. High Performance Liquid Chromatography (HPLC)
 14. High Performance Thin Layer Chromatography
 15. Gas Chromatography
 16. Electrophoresis
 17. Gel Chromatography
 18. Affinity Chromatography
Section - III: Electrometric Methods
 19. Potentiometry
 20. Conductometry
 21. Polarography
 22. Amperometry
Section - IV: Spectroscopy
 23. UV Visible Spectroscopy
 24. IR Spectroscopy
 25. Fluorimetry
 26. Flame Photometry
 27. Atomic Absorption Spectroscopy
 28. Atomic Emission Spectroscopy
 29. NMR Spectroscopy and ESR Spectroscopy
 30. Mass Spectroscopy
 31. Polarimetry
 32. X-Ray Diffraction
 33. Thermal Methods

2025 | 9788197252075 | BSPMP | 496 pp | PB | Rs. 695.00



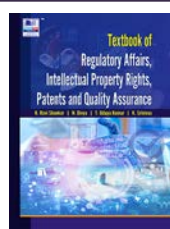
Pharmacy Law and Ethics



Vimal Kumar Yadav, Puspendra Kumar, Vijay Kumar Yadav and Ajay Kumar Shukla

Contents: 1. General Principles of Law, History and Various Acts Related to Drugs and Pharmacy Profession
 2. Pharmacy Act 1948 and Rules
 3. Drugs and Cosmetics Act 1940 And Rules 1945
 4. Narcotic Drugs and Psychotropic Substances Act 1985 And Rules
 5. Drugs and Magic Remedies (Objectionable Advertisements) Act 1954
 6. Prevention of Cruelty to Animals Act 1960
 7. Poisons Act 1919
 8. Fssai (Food Safety and Standard Authority of India) Act and Rules
 9. National Pharmaceutical Pricing Authority
 10. Code of Pharmaceutical Ethics
 11. Medical Termination of Pregnancy Act and Rules
 12. Role of All the Government Pharma Regulator Bodies
 13. Good Regulatory Practices
 14. Introduction to BCS System
 15. Blood Bank – Basic Requirements and Functions
 16. Clinical Establishment Act and Rules – Aspects Related to Pharmacy
 17. Biomedical Waste Management Rules 2016

2025 | 9788197765681 | BSPMP | 214 PP | PB | Rs. 495.00



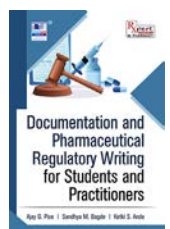
Textbook of Regulatory Affairs, Intellectual Property Affairs, Patents and Quality Assurance **NEW**



K. Ravi Shankar, Divya Narla, Udaya Kumar Thummala & Srinivas Kolli

Contents: 1. Preformulation And Formulation Development
 2. Manufacturing-Regulatory Requirements Related To Manufacturing Formulation
 3. Regulatory Requirements For Packaging Materials
 4. Clinical Trials
 5. Intellectual Property Rights
 6. Patent
 7. Quality Assurance
 8. Quality Control Laboratory
 9. Distribution
 10. Total Quality Management

2025 | 9789349562615 | BSPMP | 296 pp | PB | Rs. 395.00



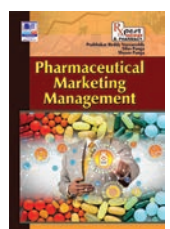
Documentation and Pharmaceutical Regulatory Writing for Students and Practitioners **NEW**



Ajay G. Pise, Sandhya M. Bagde and Ketki S. Ande

Contents: 1. Documentation in Pharmaceutical Industry
 2. Dossier Preparation and Submission
 3. Audits
 4. Inspection
 5. Product Lifecycle Management (LCM)

2025 | 9788197252068 | BSPMP | 152 pp | PB | Rs. 225.00



Pharmaceutical Marketing Management **NEW**



Prabhakar Reddy Veerareddy, Silas Panga and Shyam Panga

Contents: 1A. Marketing 1B. Pharmaceutical Marketing
 2. Product Decision
 3. Promotion
 4. Pharmaceutical Marketing Channels
 5. Pricing

2025 | 9788197765629 | BSPMP | 242 pp | PB | Rs. 350.00

Visit our website: www.bsppbooks.net / www.bsppublications.net



Rxpert SERIES
M. PHARMACY

Rxpert SERIES
B. PHARMACY

Rxpert SERIES
D. PHARMACY

Rxpert SERIES
PHARM.D

STUDENT FRIENDLY BOOKS WRITTEN AS PER PCI SYLLABUS BY DISTINGUISHED AUTHORS



Pharmacy Law and Ethics

Akhlesh K. Jain,
Balak Das Kurmi

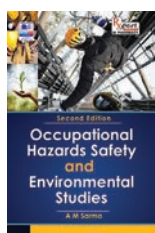
Click NOW
For More Info!



NEW

Contents: 1. General Principles of Law, History, and Various Acts Related to Drugs and the Pharmacy Profession 2. Pharmacy Act 1948 and Rules 3. Drugs and Cosmetics Act 1940 and Rules 1945 and New Amendments 4. Narcotic Drugs and Psychotropic Substances Act 1985 and Rules 5. Drug and Magic Remedies (Objectionable Advertisement) Act 1954 6. Prevention of Cruelty to Animals Act-1960 7. Poison Act-1919 8. Food Safety and Standards Authority of India (FSSAI) 9. DPCO 10. Code of Ethics 11. Medical Termination of Pregnancy Act and Rules 12. Government Pharma Regulatory Bodies 13. Good Regulatory Practices 14. Introduction to BCS System 15. Blood Bank 16. Clinical Establishment Act and Rules 17. Biomedical Waste Management Rules 2016 18. Bioethics 19. Introduction to Consumer Protection Act 20. Introduction to Disaster Management Act 21. Medical Devices

2025 | 9788197765612 | BSPMP | 156 PP | PB | Rs. 195.00



Occupational Hazards Safety and Environmental Studies, 2nd Ed.

A M Sarma

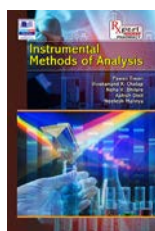


Click NOW
For More Info!

NEW

Contents: Part I: Environmental Studies
1. Multidisciplinary Nature of Environmental Studies
2. Natural Resources – Renewable and Non-renewable Resources
3. Forest Resources 4. Water Resources 5. Mineral Resources 6. Energy Resources 7. Land Resources 8. Ecology and Ecosystem 9. Environmental Pollution and Protection 10. Solid Waste Management
Part II: Occupational Hazards and Safety 11. Accident Prevention and Workplace Safety 12. Occupational Health Hazards and Risk Management 13. Chemical Hazards 14. Fire Prevention and Protection 15. Emergency Planning and Services
Part III: Appendices Appendix A: The Factories Act, 1948 – (Health, Safety and Welfare) Appendix B: Health Safety and Environment Appendix C: Supreme Petrochem Ltd (SPL)

2025 | 9789348734266 | BSPMP | 184 pp | PB | Rs. 275.00



Instrumental Methods of Analysis

Pawan Tiwari et al.



Click NOW
For More Info!

NEW

Contents: 1. Chromatography 2. Paper Chromatography 3. Thin layer Chromatography 4. Gas Liquid Chromatography 5. Ion Exchange Chromatography (or Iron Chromatography) 6. Column Chromatography 7. Electrophoresis 8. 8A. Radioimmuno Assay (RIA) 8B. ELISA 9. X-ray Crystallography 10. Introduction to Spectroscopy 11. Infra-Red Spectroscopy 12. Fluorimetry 13. Flame photometry 14. Atomic Absorption Spectroscopy 15. Nepheloturbidimetry 16. NMR Spectroscopy 17. Mass Spectroscopy

Rpt. 2025 | 9788196147037 | BSPMP | 232 pp | PB | Rs. 325.00

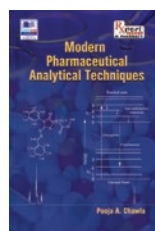
Rxpert SERIES
M. PHARMACY

Rxpert SERIES
B. PHARMACY

Rxpert SERIES
D. PHARMACY

Rxpert SERIES
PHARM.D

STUDENT FRIENDLY BOOKS WRITTEN AS PER PCI SYLLABUS BY DISTINGUISHED AUTHORS



Modern Pharmaceutical Analytical Techniques

Pooja A Chawla

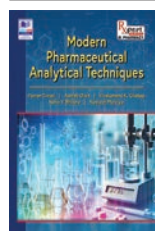
Click NOW
For More Info!



NEW

Contents: 1. UV-Visible Spectroscopy 2. IR Spectroscopy 3. Spectrofluorimetry 4. Flame Emission Spectroscopy 5. NMR Spectroscopy 6. Mass Spectrometry 7. Chromatography 8. Electrophoresis 9. X-Ray Crystallography 10. Potentiometry 11. Thermal Analysis Techniques 12. Bioassay

Rpt. 2025 | 9789395039888 | BSPMP | PB | 292 pp | Rs. 325.00



Modern Pharmaceutical Analytical Techniques

Pawan Tiwari, Vivekanand K. Chatap,
Neha V. Bhilare, Ashish Dixit and
Dr. Neelesh Malviya

Click NOW
For More Info!

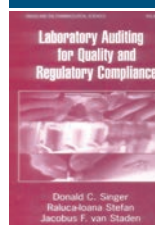


NEW

Contents: 1. UV Visible Spectroscopy 2. Infra-Red Spectroscopy 3. Spectro Fluorimetry 4. Flame Emission Spectroscopy 4A. Atomic Absorption Spectroscopy 5. Nuclear Magnetic Resonance 6. Mass Spectroscopy 7. Chromatography 8. Paper Chromatography 9. Thin Layer Chromatography 10. Ion Exchange Chromatography 11. Column Chromatography 12. Gas Chromatography 13. High Performance Liquid Chromatography 14. Affinity Chromatography 15. Electrophoresis 16. Radio Immuno Assay (RIA) 17. Elisa 18. X-Ray Crystallography 19. Potentiometry 20. Thermal Techniques 21. High Performance Thin Layer Chromatography (HPTLC)

Rpt. 2025 | 9788197852206 | BSPMP | 366 pp | PB | Rs. 550.00

GMP & GLP



Laboratory Auditing for Quality and Regulatory Compliance

Donald Singer, Raluca-Ioana Stefan
and Jacobus van Staden

Click NOW
For More Info!

PCI Recommended | MPA203 | MRA101,102

Rpt. 2020 | 9781574445701 | BSPT&F | 471 pp | HB | Rs. 3995.00



Principles and Practices of Contamination Control and Cleanrooms

C. K. Moorthy

Click NOW
For More Info!

Contents: 1. Basics of Contamination Control 2. Environment Specification 3. Elements of Cleanroom Design Engineering 4. Air Filters 5. Laminar Airflow 6. Qualification 7. Human Interface in Controlled Environment 8. Cleaning Cleanrooms 9. Sterilisation 10. Good Disinfection Practice

Rpt. 2025 | 9788188449040 | BSPMP | 253 pp | HB | Rs. 995.00

GMP & GLP

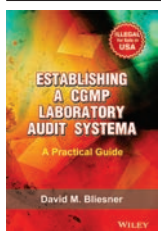
GMP in Pharmaceutical Industry Global cGMP & Regulatory Expectation

Trupti Patil Dongare

Click NOW
For More Info!

Contents: 1. GMP Regulations for Pharmaceutical Industry 2. Good Laboratory Practices in Pharmaceutical Industry 3. Good Microbiology Practice in Pharmaceutical Industry 4. Good Aseptic Practices in Pharmaceutical Industry 5. Good Clean Room Monitoring in Pharmaceutical Industry 6. Good Engineering Practices in Pharmaceutical Industry 7. Good Alarm Management Practices in Pharmaceutical Industry 8. Good Computer Validation System Practices in Pharmaceutical Industry 9. Good Distribution Practices—Supply Chain Integrity in Pharmaceutical Industry 10. Good Data Management System in Pharmaceutical Industry 11. Quality Agreements in Pharmaceutical Industry 12. Change control Management and its Applications 13. Technology Transfer of Pharmaceutical Product 14. Pharmaceutical Annual Product Quality Review 15. Statistical Tools for Pharmaceutical Industry 16. Application of Different Quality Tools in Investigation of Non-Conformance Observations 17. New Approach to the Internal Audit from Traditional to Risk based Approach 18. Quality by Design (QbD) Approach in the Product Life Cycle 19. Process Validation in Pharmaceutical Industry 20. Cleaning Validation and Cross Contamination Approach on Risk MaPP Concept 21. Pharmaceutical Water Generation and Distribution System and Regulatory Expectation 22. Pharmaceutical Heating, Ventilation and Air Conditionings (HVAC) and Regulatory Expectations 23. Manufacturing Execution System (MES) in Pharmaceutical Industry 24. Pharmaceutical Drug Master File 25. Common Technical Document in Regulatory Filing 26. European Union Marketing Authorization 27. Site Master File 28. Standard Operating Procedure (SOP) 29. Quality Manual 30. Human Error Reduction: Pharma Industry Challenge 31. Regulatory Inspections: Face Challenges through Proactive Measures 32. Pharmaceutical GMP: Past, Present, and Future – A Review

Rpt. 2023 | 9789387593800 | BSPMP | 310 pp | PB | Rs. 395.00



Establishing A CGMP Laboratory Audit System: A Practical Guide

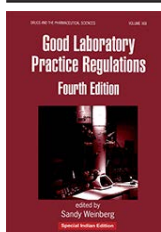
David M. Bliesner

PCI Recommended MRA101

Click NOW
For More Info!

Contents: 1. Introduction to the Quality Systems Approach to CGMP Compliance 2. Preparing for the Audit 3. Auditing and Data Capture 4. Organizing Data and Reporting the Results 5. Developing and Implementing a Corrective Action Plan 6. Developing and Implementing a Verification Plan 7. Developing and Implementing a Monitoring Plan 8. A Summary For Establishing A Cgmp Laboratory Audit System.

Rpt. 2018 | 9788126577576 | BSPJW | 269 pp | HB | Rs. 4995.00



Good Laboratory Practice Regulations, 4th Edition

Sandy Weinberg

Click NOW
For More Info!

Contents: 1. Historical Perspective 2. FDA/GLP Regulations 3. Regulations of Computer Systems 4. The Good Automated Laboratory Practices 5. Implementing GLPs in a Non-GLP Analytical Laboratory 6. Controlling the Good Laboratory Practices Inspection Process 7. Computer Systems Validation 8. GLP Documentation 9. The FDA's GLP Inspection Program 10. The Future of Good Laboratory Practice Regulations

Rpt.2023 | 9780367411374 | BSPCR | 294 pp | HB | Rs. 3495.00

GMP & GLP

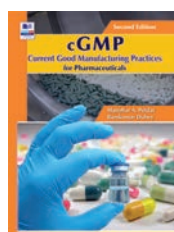
Good Laboratory Practices and Compliance Monitoring

Trupti Patil Dongare

Click NOW
For More Info!

Contents: 1. Overview of Good Laboratory Practices in Pharmaceutical Industry 2. Overview of Good Microbiology Practices in Pharmaceutical Industry 3. Quality Assurance Management in GLP Environment 4. Laboratory Quality Manual 5. Laboratory Quality Policy 6. Laboratory Site Master Files 7. Validation Master Plan 8. Laboratory Computer-Software Validation and Qualification 9. Control of Spreadsheets in GLP 10. Analytical Instrument and Equipment Qualification 11. Electronic and Paper-Based Data Management in GLP 12. Laboratory Training and Qualification Management Program 13. Reviewer Qualification Management 14. Label Management in GLP Environment 15. Glassware Management in GLP 16. GLP Column Management 17. GLP Standard Operating Procedure (SOP) Management 18. GLP Specification Management 19. GLP Certificate of Analysis (COA) Management 20. Analytical Rounding of Results 21. Handling of Residual Solvent 22. Reserve Sample Management 23. Pharmaceutical Product Stability Management 24. Good Chromatographic Integration Practice in GLP 25. Management of unknown and Extraneous Peaks in Chromatographic Tests 26. Quality Agreements in Laboratory 27. Sampling and Testing in Laboratory Management 28. Laboratory Standard Management 29. Analytical Reagent, Indicators and Volumetric Solution Management 30. Statistical Tools for Pharmaceutical Industry 31. Failure Investigation: To Prevent Reoccurrence 32. Laboratory Failure Investigation Management Report Writing 33. Deviation Management in Good Laboratory Practices 34. Handling of Out of Trend (OOT) Result in Laboratory Management 35. Handling of out of Specification Laboratory Results 36. Pharmaceutical Change Control Management 37. Data Integrity in Pharmaceutical Quality Control Laboratories 38. Alarm Management in Good Laboratory Practices 39. Handling of Objectionable Organisms – The Regulatory Perspective 40. Quality by Design (QBD) Approach in the Product Life Cycle 41. Validation Master Plan (Vmp) 42. Audit in Laboratory Management 43. Laboratory Environment Condition and Monitoring 44. Laboratory Quality Standards Management 45. Laboratory Instrument Calibration Program 46. Laboratory Safety Management Program 47. Roll Back Good Analytical Practices 48. Laboratory Entry-Exit Procedure

Rpt. 2024 | 9789392011524 | BSPMP | 534 pp | HB | Rs. 1495.00



cGMP Current Good Manufacturing Practices for Pharmaceuticals, 2nd Ed.

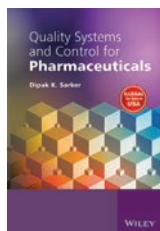
Manohar A. Potdar and Ramkumar Dubey

Click NOW
For More Info!

Contents: 1. Personnel 2. Surroundings, Buildings and Facilities 3. Equipment 4. Materials Management 5. Quality Management 6. Manufacturing Operations and Control 7. Documentation and Records 8. Pharmaceutical Validation 9. Outsourcing 10. Post-operational Activities 11. Sterile Pharmaceutical Products 12. Site and Plant Security 13. Safety and Environmental Protection 14. Good Pharmaceutical Wholesaling Practice 15. Pharmaceutical Audits 16. An Overview of Quality by design

Rpt. 2022 | 9789387593060 | BSPMP | 854 pp | PB | Rs. 895.00

QUALITY ASSURANCE



Quality Systems and Controls for Pharmaceuticals

Dipak K. Sarker

[Click Now For More Info!](#)

Contents: Part A: Most Suitable Environment 1. Introduction 2. Technology Transfer and the Climate of Change 3. Quality Systems Structure and a Maximum Quality Environment Part B: Setting Process Boundaries 4. Validation 5. Good Manufacturing Practices 6. Process Control via Numerical Means 7. Product Verification and the Role of Qualified Personnel 8. In-Process and On-Process QC Testing and Control Part C: Starting from Scratch 9. New Products Manufacturing 10. Questions and Problems

2025 | 9789370607408 | BSPJW | 204 pp | HB | Rs. 3995.00



Quality Assurance

[Click Now For More Info!](#)


Ankita Dadwal, Bhupinder Kumar and R. K. Narang

Contents: 1. Quality Assurance and Quality Management Concepts 2. Industrial Organization, Personnel, Equipment and Raw Materials 3. Quality Control 4. Complaint 5. Calibration and Validation

Rpt. 2024 | 9789395039703 | BSPMP | 170 pp | PB | Rs. 250.00



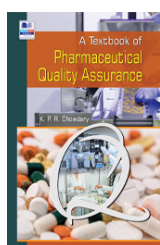
Pharmaceutical Quality Assurance and Management

K. P. Bhusari, U. D. Shivhare and D. C. Goupale

[Click Now For More Info!](#)

Contents: Part I: Guidelines in Pharmaceuticals 1. Introduction to Clinical Pharmacy 2. Audit Guide Line Formats for Pharmaceutical Excipients 3. Good Laboratory Practices 4. Good Clinical Practice Guidelines 5. Hazard and Risk Analysis in Pharmaceutical Products 6. Validation Protocols 7. Pharmaceutical Inspections Part II: Regulations in Pharmaceuticals 8. The Consumer Protection Act, 1986 9. The Environment (Protection) Act, 1986 10. Scale up and Post Approval Changes Part III: Quality Management in Pharmaceuticals 11. Quality Management System for API's (GMP and ISO) 12. Process Analytical Technology 13. Quality Risk Management 14. Quality Management of Cosmetics

Rpt. 2021 | 9788178002767 | BSPMP | 562 pp | PB | Rs. 795.00



A Textbook of Pharmaceutical Quality Assurance

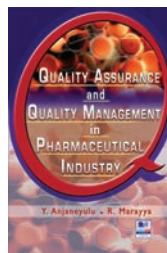
KPR Chowdary

[Click Now For More Info!](#)

Contents: 1. Quality Assurance, Quality Management and GMP 2. Total Quality Management 3. ICH Guidelines 4. ICH Stability Testing Guidelines and Procedures 5. Quality By Design (QBD) 6. ISO 9000 and ISO 14000 7. Validation in CGMP 8. Good Manufacturing Practices (GMP) - Part 1 9. Good Manufacturing Practices (GMP) - Part 2 10. Good Manufacturing Practices (GMP) - Part 3 11. Good Manufacturing Practices (GMP) - Part 4 12. Pharmaceutical Packaging and Quality Control Tests of Packaging Materials 13. Good Laboratory Practices (GLP) 14. Calibration and Validation of Analytical Instruments 15. Warehousing and Materials Management

Rpt. 2025 | 9789389354362 | BSPMP | 210 pp | PB | * Rs. 395.00

QUALITY ASSURANCE



Quality Assurance and Quality Management in Pharmaceutical Industry

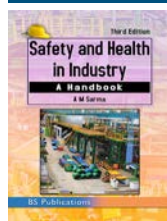
[Click Now For More Info!](#)

Y. Anjaneyulu and R. Marayya

Contents : 1. Introduction 2. Elements, Requirements and Interpretation of ISO 9001 : 2000 Quality Management System 3. Good Laboratory Practice (GLP) 4. Methods of Analytical Quality Assurance (AQA) 5. Interpretation of Good Manufacturing Practice-Guide for Active Pharmaceutical Ingredients 6. Statistical Quality Control 7. Quality Audit

Rpt. 2023 | 9788188449804 | BSPMP | 378 pp | PB | Rs. 495.00

SAFETY, HEALTH AND ENVIRONMENT



Safety and Health in Industry: A Handbook, 3rd Ed.

[Click Now For More Info!](#)

A. M. Sarma

Contents: 1. Workplace Safety and Health – An Overview 2. Accidents and their Prevention 3. Development of Industrial Health and Safety 4. Safety and Health Organisation 5. Organisational Role on Safety and Health 6. Fire Prevention and Control 7. Occupational Health and Safety 8. Industrial Hygiene 9. Safety in Construction 10. Health and Safety at Workplaces 11. Accident Compensation Statutes 12. Safety Audit 13. Stress at Work 14. Environmental Pollution and Protection 15. Disaster Management

Rpt. 2025 | 9789395038737 | BSPBSP | 470 pp | HB | Rs. 2495.00



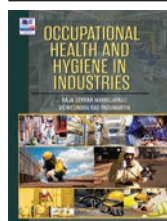
Environmental Impact Assessment Methodologies, 3rd Ed.

[Click Now For More Info!](#)

Y. Anjaneyulu and Valli Manickam

Contents: 1. Fundamental Approach to Environmental Impact Assessment (EIA) 2. EIA Methodologies 3. Prediction and Assessment of Impacts on Surface Soil and Ground Water Water Environment 4. Prediction and Assessment of Impacts on Surface Water Environment 5. Prediction and Assessment of Impacts on Biological Environment 6. Prediction and Assessment of Impacts on the Air Environment 7. Prediction and Assessment of Impacts of Noise on the Environment 8. Prediction and Assessment of Socio-Economic and Human Health Impacts 9. Environmental Risk Assessment (ERA) and Risk Management in EIA 10. Application of Remote Sensing and GIS for EIA 11. EIA Case Studies

Rpt. 2023 | 9789388305822 | BSPBSP | 587 pp | PB | Rs. 750.00



Occupational Health and Hygiene in Industries

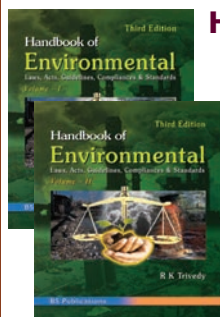
Raja Sekhar Mamillapalli and Visweswara Rao

[Click Now For More Info!](#)

Contents: 1. Industrial Hygiene 2. Personal Hygiene 3. Chemical Hazards 4. Personal Protective Equipment 5. Housekeeping 6. Occupational Health 7. Occupational Health Hazard 8. Fundamentals of First Aid

Rpt. 2025 | 9789389354973 | BSPMP | 274 pp | HB | Rs. 895.00

SAFETY, HEALTH AND ENVIRONMENT



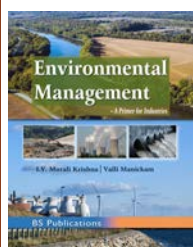
Handbook of Environmental Laws, Acts, Guidelines, Compliances & Standards, 3rd Ed. 2 Vol. Set

Click Now For More Info!

R. K. Trivedy

Contents: Volume I: I. Introduction **II.** Indian Constitution & Environment, Environmental Policy of India & the Legislative Framework **III.** Institution Mechanism & Environmental Policy **IV.** Environmental Clearance & Guidelines for Industries **V.** Environmental Standards **VI.** Hazardous Wastes **VII.** Environmental Audit **VIII.** Water Pollution **IX.** Air Pollution **X.** Public Liability Insurance **XI.** National Environment Appellate Authority **XII.** National Environment Tribunal **XIII.** Indian Forest Service **XVI.** Wildlife **Volume II XVII.** Animal Welfare **XVIII.** Environment Protection

Rpt. 2025 | 9788178002217 | BSPBSP
Vol-I: 956 & Vol-II: 1082 | HB | *(Set of two volumes) Rs. 5995.00



Environmental Management: A Primer for Industries

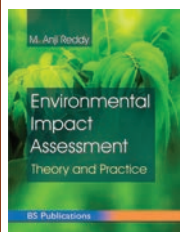
Click Now For More Info!

I. V. Murali Krishna & Valli Manickam

Co-Published with ELSEVIER

Contents: 1. Introduction **2.** Internal Environmental Laws, **3.** National Environmental Laws, **4.** Life Cycle Assessment, **5.** Environmental Impact Assessment, **6.** Environmental Audit, **7.** Environmental Accounting, **8.** Environmental Risk Assessment, **9.** Energy Management and Audit, **10.** ISO 9000, 14000 Series and OHSAS 18001, **11.** Water Treatment Technologies, **12.** Wastewater Treatment Technologies, **13.** Industrial Wastewater Treatment Technologies, **14.** Air Pollution and Control Technologies, **15.** Noise Pollution, **16.** Solid Waste Management **17.** Hazardous Waste Management, **18.** Methods of Analysis for Water, Wastewater, Soil and Air

2016 | 9789352301362 | BSPBSP | 614 pp | PB | Rs. 495.00



Environmental Impact Assessment: Theory and Practice

Co-Published with ELSEVIER

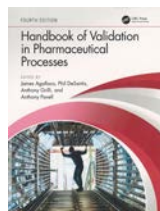
Click Now For More Info!

M. Anji Reddy

Contents: 1. Environmental Policies **2.** Conceptual Facets of EIA **3.** EIA Study Planning and Management **4.** Baseline Data and Environmental Setting **5.** Impact Identification Methods **6.** Impacts on Air Environment **7.** Impacts on Water Environment **8.** Impacts on Soils and Land Environment **9.** Impacts on the Noise Environment **10.** Impacts on the Biological Environment **11.** Impacts on the Socioeconomic Environment **12.** Mitigation and Impact Management **13.** Technology in EIA **14.** EIA Practice in India **15.** Public Involvement in EIA

Rpt. 2025 | 9789352301386 | BSPBSP | 786 pp | PB | Rs. 895.00

VALIDATION



Handbook of Validation in Pharmaceutical Processes, 4th Ed.

NEW

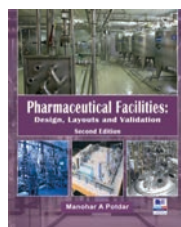
James Agalloco & Frederick J. Carleton

PCI Recommended MPA103 | MQA202

Click Now For More Info!

Contents: 1. Why Validation? **2.** Facility Design for Validation **3.** Modular Facilities – Meeting the Need for Flexibility **4.** Commissioning and Qualification **5.** Design & Qualification of Controlled Environments **6.** Validation of Pharmaceutical Water Systems **7.** Validation of Critical Utilities **8.** Calibration and Metrology **9.** Risk Management and Thermal Validation **10.** Change Control **11.** Microbiology of Sterilization Processes **12.** Biological Indicators **13.** Steam Sterilization in Autoclaves **14.** Validation of Terminal Sterilization **15.** Steam Sterilization-in-Place Technology and Validation **16.** Dry Heat Sterilization **17.** Depyrogenation by Inactivation and Removal **18.** Ethylene Oxide Sterilization **19.** Validation of chlorine dioxide Sterilization **20.** Liquid Phase Sterilization **21.** Vapor Sterilization and Decontamination **22.** Validation of the Radiation Sterilization of Pharmaceuticals **23.** Validation of Sterilizing Grade Filters **24.** Disinfecting Agents: The Art of Disinfection **25.** Cleaning and Disinfecting Laminar Flow Workstations, Bio Safety Cabinets and Fume Hoods **26.** Contamination Control for Component Introduction to Classified Areas **27.** Aseptic Processing for Dosage Form Manufacture **28.** Validation of Manual Aseptic Processes **29.** Validation of Aseptic Processing for Bulk Pharmaceutical Chemicals **30.** Qualification and Validation of Advanced Aseptic Processing Technologies **31.** Total Particle Monitoring **32.** Environmental Monitoring **33.** Validation of Container Component Preparation **34.** Validation of Lyophilization **35.** Validation of Packaging Processes for Sterile Products **36.** Validation of Active Pharmaceutical Ingredients **37.** Cell Culture Process Validation including Cell Bank Qualification **38.** Validation of Recovery and Purification Processes **39.** Validation of Process Chromatography **40.** Single Use Technologies and Systems **41.** Considerations for Process Validation for Cell and Gene Therapies **42.** Validation of Solid Dosage Forms **43.** Validation of Validation of Oral / Topical Liquids & Semi-Solids **44.** Validation of Non-Sterile Packaging Operations **45.** Validation of Cleaning Processes **46.** Validation of Training **47.** Vendor Qualification and Validation **48.** Validation of Clinical Trial Manufacturing **49.** Validation of New Products **50.** Retrospective / Continuous Process Validation **51.** Validation & 6 Sigma **52.** Validation and Contract Manufacturing **53.** Computerized Systems Validation **54.** Risk Based Validation of Laboratory Information Management Systems **55.** Control Systems Validation **56.** Process Analytical Technology and Validation **57.** Validation of Analytical Procedures and Physical Methods **58.** Validation of Microbial Methods **59.** "Rapid Methods for Aseptic Processing and Their Validation" **60.** Extractables and Leachables in Drug Products: An Overview **61.** Evolution and Implementation of Validation in the United States **62.** Validation in Europe - What are the Differences? **63.** Japanese Approach to Validation **64.** Organization of Validation in a Multi National Pharmaceutical Company **65.** Validation in a Small Pharmaceutical Company **66.** Regulatory Aspects of Process Validation in the United States **67.** The Future of Validation

Rpt. 2022 | 9780367756062 | BSPCRC | 1062 pp | PB | Rs. 5295.00



Pharmaceutical Facilities: Design, Layouts and Validation, 2nd Ed.

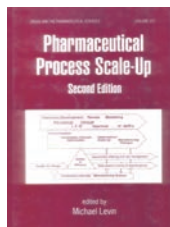
Manohar A. Potdar

Click Now For More Info!

Contents: PART-I 1. Regulatory Requirements for Pharmaceutical Plants **2.** Project Management **3.** Pharmaceutical Validation **PART-II 4.** Pharmaceutical Facilities Design **5.** Support Services Department **6.** Support Services for Plants

Rpt. 2022 | 9788178003283 | BSPMP | 276 pp | HB | Rs. 1295.00

VALIDATION



Pharmaceutical Process Scale-up, 2nd Ed.

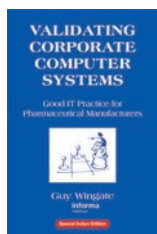
Levin Michael

PCI Recommended MPA103 | MQA202

Click NOW
For More Info!

Contents: 1. Dimensional Analysis and Scale-up in Theory and Industrial Application 2. Engineering Approaches for Pharmaceutical Process Scale-up, Validation, Optimization, and Control in the PAT Era 3. Parenteral Drug Scale-up 4. Non-Parenteral Liquids and Semi-Solids 5. Scale-up Considerations for Biotechnology Derived Products 6. Batch size increases in Dry Blending and Mixing 7. Batch size increase and Powder Handling 8. Scale-up in the field of Granulation and Drying 9. Scale-up of Roller compaction Process.

Rpt. 2006 | 9781574448764 | BSPT&F | 538 pp | HB | Rs. 2995.00



Validating Corporate Computer Systems

Guy Wingate

PCI Recommended MQA202

Click NOW
For More Info!

Contents: 1. Paperless and Peopleless Plants: Trends in the Application of Computer Systems 2. Developing an Information System Strategy 3. Regulatory Expectations 4. IT Validation Policy 5. Demonstration GxP Compliance 6. Integrating Manufacturing Systems-A New Era in Production Control 7. Validating Enterprise Asset Management Systems 8. Validating Enterprise/Manufacturing Resource Planning Systems 9. Validating Laboratory Information Management Systems 10. Validating Electronic Document Management Systems 11. Compliance for the Corporate IT Infrastructure 12. Validating Local and Wide Area Networks 13. Maintenance and Support of Validated IT Systems 14. Auditing Suppliers of Standard Software Packages 15. Auditing Software Integrators and Hardware Manufacturers 16. Practical Implications of Electronic Signatures and Records 17. Concluding Remarks: Validation in the 21st Century

Rpt. 2023 | 9780367022808 | BSPCRC | 545 pp | HB | Rs. 4495.00

REGULATORY AFFAIRS

INTELLECTUAL PROPERTY RIGHTS



Intellectual Property Rights in Pharmaceutical Industry: Theory and Practice

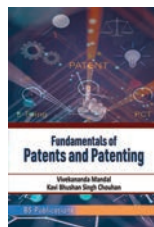
Bayya Subba Rao and P.V. Appaji

Click NOW
For More Info!

Contents: 1. Introduction and History of Intellectual Property Rights 2. International Agreements, Treaties and Conventions 3. Introduction to Different Components of Intellectual Property Rights 4. Introduction to Traditional Knowledge and Biological Diversity 5. Introduction to WTO Agreement 6. Trade Related Aspects of Intellectual Property Rights Agreement 7. The Patents Act, 1970 8. Surrender, Revocation, Lapse, Restoration of Patent and Register of Patent 9. Expenditure for Application, Follow Patent Office Procedure, Grant of a Patent 10. Application Procedure and Time Line for Grant of Patent through PCT 11. Non-Patented and Patented Literature Search 12. Comparison of the Principal The Patents Act, 1970 with The Three Amendments (1999, 2002, 2005) 13. Differences in The Patents Act, 1970 with other Countries 14. Administrative Structure of WTO, Membership and Dispute Settlement as per TRIPS Agreement 15. Technology Transfer 16. Hatch-Waxman Act of United States-A Relation to Drug Discovery, Regulatory and Market Approval 17. Intellectual Property Validation 18. Intellectual Property Audits 19. National Phase Entry for IP Protection 20. Intellectual Property Litigation Prosecution 21. FAQ s in Pharmaceuticals on Patents - Regulatory - Marketing

2023 | 9788196146740 | BSPMP | 622 pp | PB | Rs.895.00

INTELLECTUAL PROPERTY RIGHTS



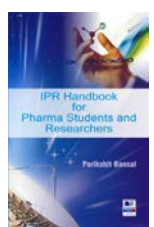
Fundamentals of Patents and Patenting

Vivekananda Mandal and Kavi Bhushan Singh Chouhan

Click NOW
For More Info!

Contents: 1. Overview of Indian Patent System 2. Understanding IPR 3. Patent Terminologies 4. Indian Patent Office 5. Patentable Subject Matter 6. Patent Types 7. Patent Filing Steps 8. Patent Drafting and Application Processing 9. Opposition and Revocation 10. Appeals 11. Offences and Penalties 12. Forms, Fees and Sections 13. Foreign Filing 14. Patent Laws Relating to Traditional Knowledge and Role of TKDL 15. Patent Term Extension 16. Patenting as a Career Option (Patent Agents) 17. Patent Search 18. Treaties and Conventions 19. National IPR Policy 20. FAQ's

Rpt. 2021 | 9789391910129 | BSPBSP | 200 pp | PB | Rs. 350.00



IPR Handbook for Pharma Students and Researchers

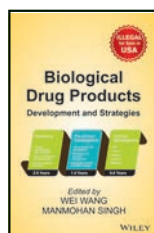
Parikshit Bansal

Click NOW
For More Info!

Contents : 1. What are IPRs? 2. How are IPRs practically useful for pharma students and researchers? 3. How can I file a patent? 4. How should I commercialize my patent? 5. How can I integrate IPRs into my research work? 6. Why are ethics important in the study of IPRs? 7. What are the important treaties and international agreements I should be aware of as a Pharma student? 8 What are the career options for me in the area of IPRs? 9. How can I improve my qualifications in the area of IPRs?

Rpt. 2023 | 9788188449330 | BSPMP | 234 pp | PB | Rs. 395.00

REGULATORY



Biological Drug Products: Development and Strategies

Wei Wang and Manmohan Singh

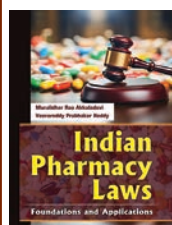
PCI Recommended MRA202

Click NOW
For More Info!

Contents: 1. An Overview of Discovery and Development Process for Biologics 2. Nonclinical Safety Assessment of Biologics, Including Vaccines 3. Clinical Assessment of Biologics Agents 4. Key Regulatory Guidelines for Development of Biologics In The U.S. And Europe 5. Landscape and Consideration of Intellectual Property for Development of Biosimilars 6. Scientific Aspects of Sterility Assurance, Sterility, Asepsis, and Sterilization 7. Cell Culture Processes in Monoclonal Antibody Production 8. Protein/Peptide Purification and Virus Reduction 9. Chemical and Genetic Modification 10. Analytical Characterization of Proteins/Peptides 11. Protein/Peptide Formulation Development 12. Regulatory Strategies and Lessons in the Development of Biosimilars 13. Vaccine Development – History, Current Status and Future Trends 14. Role and Application of Adjuvants and Delivery Systems in Vaccines 15. Methods for Characterizing Proteins in Aluminum Adjuvant Formulations 16. The State of the Art and Future of Gene Medicines Chapter 17. Nucleic Acid Vaccines 18. Multifunctional Polymeric Nano-Systems for RNA Interference Therapy 19. Advent and Maturation of Regenerative Medicine 20. Conventional and Novel Container Closure/Delivery Systems 21. Controlled-Release Systems for Biologics 22. Routes of Delivery for Biological Drug Products

Rpt. 2025 | 9788126577606 | BSPJW | 744 pp | HB | * 6495.00

REGULATORY



Indian Pharmacy Laws: Foundations and Applications

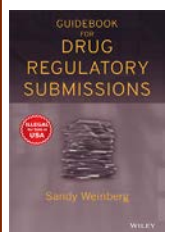
NEW

Muralidhar Rao Akkaladevi,
Prabhakar Reddy Veerareddy

Click NOW
For More Info!

Contents: 1. Pharmacy Council of India (PCI) 2. The Drugs, Cosmetics and Medical Devices Act 3. Central Drugs Standard Control Organization (CDSCO) 4. State Drug Regulatory Authorities 5. Indian Pharmacopoeia Commission (IPC) 6. Patents Act 7. E-Pharmacy 8. Regulatory Affairs 9. Health Insurance 10. Consumer Protection Laws 11. Imports and Exports 12. Food Safety and Standards Authority of India (FSSAI) 13. Goods and Services Tax (GST) 14. The Manufacture and Licensing of Medicinal Products 15. Pharmaceuticals Export Promotion Council of India (PHARMEXCIL)

2025 | 9789348734617 | BSPMP | 458 PP | PB | Rs. 495.00



Guidebook for Drug Regulatory Submissions

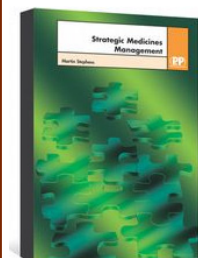
NEW

Sandy Weinberg

Click NOW
For More Info!

Contents: 1. Ten Rules for Drug Regulatory Submissions 2. FDA Meeting Requests 3. Orphan-Drug Applications 4. Investigational New Drug Applications (INDs) 5. New Drug Applications (NDAs) 6. 505(b)2 New Drug Applications (NDAs) 7. Abbreviated New Drug Applications (ANDAs) 8. Annual Reports 9. International Regulatory Submissions 10. Future Issues in Regulatory Submissions

2025 | 9789370602137 | BSPJW | 400 pp | HB | Rs. 4995.00



Strategic Medicines Management

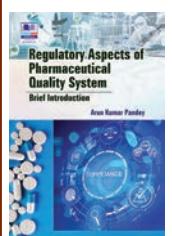
Stephens Martin

Click NOW
For More Info!

Contents: 1. National Influences 2. Organisational Approaches at Local Level 3. Formularies 4. Managed Entry of Medicines 5. Health Economics 6. Guidelines 7. Systematic Approaches to SMM 8. Managing Medicines Budgets 9. Performance

Management 10. Research Agenda

2005 | 9780853695981 | BSPPHP | HB | Rs.2395.00



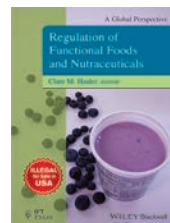
Regulatory Aspects of Pharmaceutical Quality System – Brief Introduction

Arun Kumar Pandey

Click NOW
For More Info!

Contents: 1. Introduction to Quality Management System 2. Good Manufacturing Practice Regulations- A Brief Scenario 3. Pharmaceutical Quality System-An Overview to ICH Q10 Guidelines 4. Analysis of Corrective and Preventive Action 5. Assuring Pharmaceutical Quality-A Brief Analysis of SOP's 6. Quality Defects-Achieving Zero Defects Policy 7. Handling of Market Complaints and Recalls, Review of FDA-483 Form 8. Pharmaceutical Quality Audits 9. USFDA Guidelines-Process Validation 10. Drug approval Process in India 11. Regulatory Requirements for Dossier Filing in ROW and International Markets

Rpt. 2025 | 9788196146757 | BSPMP | 216 pp | PB | Rs. 350.00



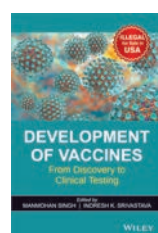
Regulation of Functional Foods and Nutraceuticals: A Global Perspective

NEW

Clare M. Hasler

Contents: 1. The Impact of Regulations on the Business of Nutraceuticals in the United States: Yesterday, Today, and Tomorrow 2. The Regulatory Context for the Use of Health Claims and the Marketing of Functional Foods: Global Principles 3. Regulation of Quality and Quality Issues Worldwide 4. Organic Food Regulations: Part Art, Part Science 5. Health Claims: A U.S. Perspective 6. Food and Drug Administration Regulation of Dietary Supplements 7. Tropicana Pure Premium and the Potassium Health Claim: A Case Study 8. The Importance of the Court Decision in Pearson v. Shalala to the Marketing of Conventional Food and Dietary Supplements in the United States 9. Dietary Supplements and Drug Constituents: the Pharmanex v. Shalala Case and Implications for the Pharmaceutical and Dietary Supplement Industries 10. The Role of the Federal Trade Commission in the Marketing of "Functional Foods" 11. Functional Foods: Regulatory and Marketing Developments in the United States 12. The Nutraceutical Health Sector: A Point of View 13. Regulatory Issues Related to Functional Foods and Natural Health Products in Canada 14. The Regulation of Functional Foods and Nutraceuticals in the European Union 15. Functional Foods in Japan: Foshu ("foods for Specified Health Uses") and "foods with Nutrient Function Claims" 16. Chinese Health (Functional) Food Regulations 17. Report of ILSI Southeast Asia Region Coordinated Survey of Functional Foods in Asia 18. Germany and Sweden: Regulation of Functional Foods and Herbal Products 19. Functional Foods: Australia/New Zealand 20. Regulation of Functional Foods in Spain 21. Functional Food Legislation in Brazil 22. Codex and its Competitors: The Future of the Global Regulatory and Trading Regime for Food and Agricultural Products

2025 | 9789370609228 | BSPJW | 225 PP | HB | Rs. 4995.00



Development of Vaccines: From Discovery to Clinical Testing

Manmohan Singh and
Indresh K. Srivastava

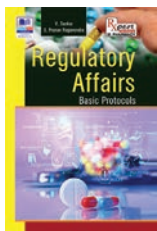
Click NOW
For More Info!

PCI Recommended MRA202

Contents: Part 1: Immunogen Design 1. Microbial Vaccine Design: The Reverse Vaccinology Approach 2. Design and Development of Recombinant Vaccines With Viral Properties 3. Tools for Vaccine Design: Prediction and Validation of Highly Immunogenic and Conserved Class II Epitopes and Development of Epitope-Driven Vaccines Part 2: Vaccine Platforms 4. Virus-Like Particle Vaccines: Advantages and Challenges 5. Design Platforms of Nanocapsules for Human Therapeutics or Vaccines 6. Designing Immunogens for Vaccine Development in Reference To HIV 7. Expression and Purification of Recombinant Proteins for Vaccine Applications 8. DNA Vaccines for Infectious Disease 9. Developing Stable Cell Lines for the Production of Vaccine Antigens Part 3: Characterization of Immunogens 10. Spectroscopy of Vaccines 11. Biophysical Characterization of Protein Antigens within Vaccine Formulations Part 4: Formulation Optimization and Stability Evaluation 12. Structural Characteristics Predict the Stability of HIV 13. Selection of Optimal Adjuvants and Product Factors that Affect Vaccine Immunogenicity 14. Lyophilization and Stabilization of Vaccines 15. Effect of Buffers and Stabilizers on Vaccine Stability and Efficacy Part 5: Clinical and Manufacturing Issues 16. Selection of Final Product Containers 17. From the Lab to the Clinic: Filing A Phase I Ind for an Investigational Vaccine

Rpt. 2025 | 9788126577590 | BSPJW | 468 pp | HB | * Rs. 5495.00

REGULATORY



Regulatory Affairs: Basic Protocols

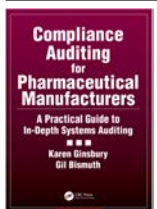


Sankar Veintramuthu and S. Pranav Ragavendra

Click NOW For More Info!

Contents: 1.1. Documentation in Pharmaceutical Industry 1.2. Drug Master File (DMF) 1.3. Distribution of Records 1.4. Generic Drugs Product Development 1.5. Hatch-Waxman Act 1.6. Code of Federal Regulations (CFR)[1-4] 1.7. Drug Product Performance, IN VITRO 1.8. ANDA Regulatory Approval Process 1.9. Regulatory Requirements for Product Approval 1.10. SUPAC 1.11. Outsourcing BA & BE to CRO 1.12. Regulatory Requirements for Registration of API in US and EU 1.13. Biologics 1.14. U.S Registration for Foreign Drugs 1.15. Bioequivalence and Drug Product Assessment 1.16. Post Marketing Surveillance 2.1. Chemistry, Manufacturing and Controls (CMC) 2.2. CTD and E CTD 2.3. ICH Guidelines 2.4. Regulatory Requirement of EU, MHRA and TGA 3.1. Investigational Medicinal Product Dossier (IMOD) 3.2. Investigator's Brochure 4.1. Development of Clinical Trial Protocol 4.2. Institutional Review Board (IRB) 4.3. Regulatory Requirements in Clinical Trails 4.4. Safety Monitoring and Reporting on Clinical Trails 4.5. Health Insurance and Portability and Liability Act 4.6. Informed Consent Process and Procedures 4.7. Pharmacovigilance

2023 | 9789395039659 | BSPMP | 402 pp | PB | Rs. 495.00



Compliance Auditing for Pharmaceutical Manufacturers: A Practical Guide to In-Depth Systems Auditing

Karen Ginsbury and Gil Bismuth

Click NOW For More Info!

PCI Recommended MPA203 | MRA102

Contents: 1. Introduction 2. Auditing Vendors 3. Auditing the Quality Assurance Department 4. Auditing the production Departments 5. Auditing the Engineering Department 6. Auditing the Quality Control Department 7. Auditing the Research and Development Department 8. Auditing Contract Manufactures

Rpt. 2018 | 9781138367753 | BSPCRC | 414 pp | HB | Rs. 3995.00

MANAGEMENT



A to Z of Pharmaceutical Marketing: World's First and Only Encyclopedia, Set of 2 volumes

SUBBA RAO CHAGANTI

Click NOW For More Info!



Contents: Volume – I: A to L Volume – II: M to Z

2024 | 9788196146894 | BSPMP
Vol 1: 676pp, Vol 2: 607 pp | HB | Set price Rs. 4495.00



Compete or Forfeit! Competitive Strategies for Pharmaceutical Industry

Subba Rao Chaganti

Click NOW For More Info!

2007 | 8188449261 | BSPMP | 387 pp | HB | Rs. 695.00

MANAGEMENT



Storytelling in Pharma Marketing

Subba Rao Chaganti



Click NOW For More Info!

Contents: Part I: The Foundations of Storytelling 1. Introduction to Storytelling 2. The Science of Storytelling: Why Our Brains Crave Stories 3. What is Storytelling in Pharma Marketing Part II: The History and Evolution of Storytelling 4. The Origins of Storytelling 5. The Evolution of Storytelling in Pharma Marketing 6. Storytelling in Pharma: A Historical Perspective Part III: Why and How Storytelling Works in Pharma Marketing 7. Why Storytelling Matters in Pharma 8. How to Craft an Effective Pharma Story 9. The Storytelling Framework Part IV: Real-World Applications of Storytelling 10. Patient-Centric Stories 11. Physician Engagement Through Storytelling 12. Internal Brand Building with Stories 13. The Digital Revolution and Storytelling 14. AI and Generative AI in Storytelling 15. Wearables and Immersive Technologies Part V: Future Trends and the Road Ahead 16. Future Trends in Storytelling 17. Leveraging Future Trends for Pharma Success Part VI: Resources and Case Studies 18. Case Studies of Successful Storytelling in Pharma 19. The Storytelling Toolkit for Pharma Marketers 20. The Timeless Power of Stories in Pharma Marketing

2025 | 978934956207 | BSPMP | 298 pp | PB | 595.00



The Electronic Health Record Revolution: Unlocking Healthcare's Digital Potential

Srinivasa P. Chaganti

Click NOW For More Info!



Contents: Part 1: Demystifying Electronic Health Records (EHRs) 1. The EHR Revolution – Unlocking the Power of Digital Health Records 2. Navigating the EHR Landscape: Key Components and Functionalities 3. Ensuring Privacy and Security in EHRs 4. Unveiling Patient Insights for Targeted Marketing Part 2: Leveraging EHRs for Strategic Pharmaceutical Marketing 5. Optimizing Patient Engagement Through EHRs 6. Regulatory Considerations and Ethical Implications 7. Data-Driven Marketing in Pharma 8. Crafting Targeted Messaging Using EHR Data 9. Building a Culture of Data-Driven Marketing in Pharma Part 3: The Future of EHRs and Healthcare Innovation 10. Emerging Technologies in EHRs – The Future of Patient-Centric Care 11. Ethical Considerations & The Future of EHRs in Pharma 12. The Road Ahead – What's Next for EHRs in Healthcare and Pharma

2025 | 9789349562745 | BSPMP | 228 pp | PB | 495.00



Pharmaceutical Marketing in India : For Today and Tomorrow

25th Anniversary Edition

Subba Rao Chaganti

PCI Recommended BP803ET

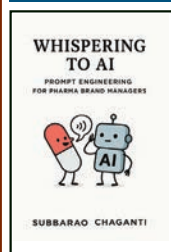
Click NOW For More Info!

Contents: 1. The Indian Pharmaceutical Industry : An Overview, 2. The Pharmaceutical Market 3. The Product, 4. The Price, 5. The Place, 6. Promotion, 7. Personal Selling, 8. The Prescription, 9. The Policy, 10. Public Relations, 11. The Power 12. The Patient 13. Managing New Products, 14. Winning Game Plans, 15. Towards Excellence in Marketing, 16. The Winning Edge, 17. Corporate Scoreboard, 18. GMP

Rpt. 2025 | 9789387593855 | BSPMP | 666 pp | PB | Rs. 795.00

Rpt. 2025 | 9789388305389 | BSPMP | 666 pp | HB | * Rs. 1995.00

MANAGEMENT



Whispering to AI: Prompt Engineering for Pharma Brand Managers

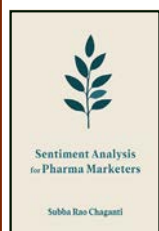
Click NOW For More Info!



Subba Rao Chaganti

Contents: Part 1 - The Rise of Ai And the Prompt Engineering Revolution in Pharma 1. Introduction: The AI Revolution in Pharma Marketing 2. Demystifying Prompt Engineering Part 2 - Mastering the Art of Prompt Engineering for Pharma Branding 3. Case Study: Introducing Our Hypothetical Diabetes Medication Brand 4. Prompt Engineering for Brand Messaging and Communication 5. Prompt Engineering for Market Research and Competitive Analysis Part 3 - The Prompt Engineering Workbook for Glucowell Branding 6. Building a Cohesive Brand Narrative with Prompts 7. Prompt Engineering for Content Marketing and Advertising 8. Optimizing Your Prompts to Maximum Impact Part 4 - Conclusion 9. The Future of Pharma Branding: A World Powered by AI and Human Creativity 10. Measuring the Success of Prompts in Pharma Marketing The Future of Prompt Engineering in Pharmaceutical Marketing: Emerging Trends

2025 | 9789349562424 | BSPMP | 196 pp | PB | Rs. 350.00



Sentiment Analysis for Pharma Marketers

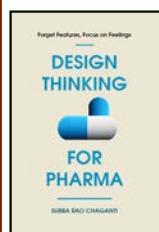


Click NOW For More Info!

Subba Rao Chaganti

Contents: PART I: UNDERSTANDING SENTIMENT ANALYSIS 1. Introduction: The Voice of the Customer in Pharma 2. Demystifying Sentiment: The Science Behind Opinions Part II: WHY SENTIMENT ANALYSIS MATTERS IN PHARMA 3. Building Brand Reputation in the Digital Age 4. Developing Patient-Centric Products 5. Optimizing Marketing and Communication Strategies 6. Staying Ahead of Competitive Intelligence Through Sentiment Analysis PART III: IMPLEMENTING SENTIMENT ANALYSIS: A STEP-BY-STEP GUIDE 7. Defining Your Sentiment Analysis: Goals and Objectives 8. Selecting the Right Tools and Data Sources 9. Extracting Insights from the Data: Actionable Strategies PART IV: THE FUTURE OF SENTIMENT ANALYSIS IN PHARMA 10. Emerging Trends and Advancements in Sentiment Analysis 11. Conclusion: The Power of Listening in Pharma Marketing

2025 | 9789348734761 | BSPMP | 174 pp | PB | Rs. 225.00



Design Thinking for Pharma: Forget Features, Focus on Feelings

Click NOW For More Info!



Subba Rao Chaganti

Contents: Part I: The Power of Design Thinking 1. Introduction: Why Design Thinking? 2. Understanding Design Thinking Part II: The Design Thinking Process for Pharma 3. Empathizing with Stakeholders 4. Defining the Problem Statement 5. Ideation and Creative Exploration 6. Prototyping and Testing Solutions Part III: Design Thinking in Action: Benefits for Pharma Marketers 7. Patient Engagement and Adherence Programs 8. Developing Effective Communication Materials 9. Building Strong Brand Experiences Part IV: Cultivating A Design-Thinking Culture 10. Fostering a Collaborative Team Environment 11. Integrating Design Thinking with Regulatory Requirements 12. Measuring the Success of Design Thinking Initiatives Part V: The Future of Pharma Marketing with Design Thinking 13. The Future of Pharma Marketing with Design Thinking 14. Augmenting Design Thinking: The Power of AI 15. Conclusion: Design Thinking as A Competitive Advantage

Rpt. 2025 | 9788198129314 | BSPMP | 286 pp | PB | Rs. 495.00



The Pharma Product Manager: Handbook for Navigating the Digital Frontier



Click NOW For More Info!

Subba Rao Chaganti

Contents: Part I: Introduction to Pharmaceutical Product Management 1. Welcome to the Digital Frontier 2. The Role of a Pharmaceutical Product Manager 3. The Evolution of Pharmaceutical Product Management Part II: Knowledge and Skills Required 4. Scientific Understanding of Drug Development 5. Business Acumen and Financial Management 6. Project Management Skills 7. Understanding Regulatory Affairs 8. Marketing and Sales Expertise Part III: Decoding Social Sciences for Pharma 9. Understanding Sociology 10. The Role of Anthropology 11. Insights from Behavioral Economics Part IV: Scientific Foundation 12. Importance of Pharmacology 13. Relevance of Epidemiology, Biostatistics, and Pharmacoeconomics 14. Pharmaceutical Marketing Research 15. Competitive Intelligence and Sentiment Analysis Part V: Strategic Planning and Brand Management 16. Pharmaceutical Product Launch and Lifecycle Management 17. Lifecycle Management 18. The Role of the Product Manager 19. Real-World Case Studies 20. Competitive Analysis and Scenario Planning 21. Strategic Marketing Planning 22. Brand Planning and Execution Part VI: Leadership and Communication 23. Leading Cross-Functional Teams 24. Effective Communication Strategies 25. Building Stakeholder Relationships Part VII: Thriving in the Digital Age 26. Digital Marketing in Pharma 27. Customer Engagement Strategies 28. Data-Driven Decision-Making 29. AI and Emerging Technologies in Pharma 30. Trends in Digital Health and Telemedicine Part VIII: Career Development and Advancement 31. Career Pathways and Advancement for Product Managers 32. Networking, Mentorship Part IX: The Future of Product Management in Pharmaceutical Industry 33. The Future of Pharma Product Management Part X: Final Thoughts and Conclusion 34. Recap of Key Points

2025 | 9789348734686 | BSPMP | 732 pp | HB | Rs. 1795.00



Transactional to Transformational Marketing in Pharma

Click NOW For More Info!

Subba Rao Chaganti

Contents: 1. Pharma's Reputation on a Slide 2. Ethics in the Pharmaceutical Industry 3. Unethical Marketing Practices in Pharma 4. Transactional Marketing 5. Restoring Pharma's Reputation 6. Transformational Marketing in Pharma 7. Transformational Marketing in Pharma: Two Case Studies 8. Transformational Marketing the Winner's Checklist Two Case Studies

2023 | 9788196147006 | BSPMP | 386 pp | HB | Rs. 1295.00



Reimagine Pharma Marketing: Make it Future-Proof!

Click NOW For More Info!

Subba Rao Chaganti

Contents: 1. Reimagine Everything - Reimagine Every Element of Pharmaceutical Marketing Mix 2. Reimagine the Technology - How Pharma can Harness the power of New and Emerging Technologies 3. Reimagine Stakeholder Engagement - Wining with New Rules of Engagement 4. The Future of Pharma - A Look into the Crystal Ball * Epilogue You're Gonna Need a Bigger Boat!

2023 | 9789395039420 | BSPMP | 785 pp | HB | Rs. 2495.00

Visit our website: www.bspbooks.net / www.bspublications.net



MANAGEMENT

THE SYNERGY OF MINDS

HUMANS+AI ORCHESTRATING THE PHARMA MARKETING REVOLUTION

SUBBA RAO CHAGANTI

The Synergy of Minds: Human+AI Orchestrating the Pharma Marketing Revolution

Click NOW For More Info!



Subba Rao Chaganti

Contents: **PART I: INTRODUCTION** 1. The Evolving Landscape of Pharma Marketing: A Symphony of Change 2. The Rise of AI in Business 3. AI and Pharma Marketing: A Perfect Match? **PART II: UNDERSTANDING AI IN PHARMACEUTICAL MARKETING** 4. Understanding AI in Pharma Marketing 5. Key AI Concepts and Technology 6. Applications of AI in Pharma Marketing 7. Challenges and Opportunities in AI Integration **PART III: HUMAN+AI SYNERGY IN PHARMACEUTICAL MARKETING** 8. Brand and Science Intertwined 9. Beyond Traditional Channels: A Revolution in Pharma Marketing 10. Customer-centric Composition 11. Regulation as Rhythm in Human+AI Collaboration **PART IV: FIVE AI SUPERPOWERS RESHAPING PHARMA MARKETING** 12. Personalization at Scale: AI's Magic Touch in Pharma Marketing 13. AI Empowering Healthcare Professionals 14. AI Empowering Patients 15. The Clinical Trial Revolution: How AI Supercharges Pharma R&D 16. How AI Helps Navigate Ethical Landscape in Pharma Marketing **PART V: AI-POWERED PHARMACEUTICAL MARKETING** 17. AI-Powered Stakeholder Engagement 18. Engaging with Stakeholders in the AI-Fueled Pharma Landscape 19. AI-Powered Personalization 20. AI-Powered Campaign Personalization in Pharma 21. Symphony of Minds: Mapping AI-Powered Customer Journeys for Success 22. AI-Powered Omnichannel Marketing 23. AI and Humans Revolutionizing Pharma Marketing Research 24. Point-of-Care AI: Transforming Healthcare at the Patient's Bedside 25. AI Across the Pharmaceutical Value Chain 26. The Human Factor in AI-Powered Pharma Marketing 27. AI+Human Collaboration: A Symphony of Success in Pharma Sales and Promotion 28. Reskilling and Upskilling for Human+AI Collaboration 29. The Future of Pharma Marketing in the AI Age **PART VI: LAUNCHING INTO THE FUTURE: THE RISE OF AI-POWERED PRODUCT LAUNCHES** 30. AI-Powered Product Launches 31. AI-Powered Content Creation and Personalized Marketing 32. Human Oversight and Control of AI-Driven Messaging and Targeting **PART VII: AI-POWERED PHARMA BRAND MANAGEMENT: OPTIMIZED YOUR BRAND IN THE DIGITAL AGE** 33. Market Research and Insights with AI: Unleashing Pharma Brand Power 34. Optimizing Your Sales and Distribution with AI: A Step-by-Step Guide 35. Optimizing Clinical Trials and Patient Recruitment with AI: A Step-by-Step Guide 36. Building Trust and Connections: A Step-by-Step Guide to Brand Communication and Reputation Management 37. Unveiling the Impact: A Step-by-Step Guide to Measuring and Analyzing Marketing Performance 38. Beyond the Typed Word: Generative AI and Conversational AI Revolutionize Brand Communication and Reputation Management 39. Orchestrating Reputation in Pharma: Leveraging AI for Trustworthy Brand Symphony 40. The Synergy of Minds in Brand Management and Customer Engagement 41. The Synergy of Human+AI Collaboration for Customer Interaction 42. Conducting the Audience: Market Research and Analysis for Pharma Branding Step by Step 43. From Insights to Impact: Translating Your Pharma Branding Symphony into Action 44. Symphony of Applications: Expanding the Reach of Brand Communications 45. Composing Compelling Content 46. Harmonizing Communication: Personalized Marketing and Engagement in Pharma Branding 47. AI in Regulatory Compliance and Risk Management 48. Optimizing the Sales and Distribution Symphony: A Step-by-Step Guide 49. AI's Harmonious Symphony: Enhancing Brand Communication and Reputation Management 50. Roles Humans and AI Play in Building Trust and Emotional Connections **PART VIII: HARMONIZING TECHNOLOGY AND HUMANITY** 51. Prompt Engineering: Whispering to the AI in Pharmaceutical Marketing 52. Chain Prompting: Orchestrating a Symphony of Content 53. The Game of Exquisite Corpse and Chain Prompting 54. AI's Symphony in Pharma Marketing: Harmonizing Technology with

Humanity **PART IX: EMBRACING THE SYNERGY: AI TRANSFORMATION IN PHARMA** 55. The AI Arsenal: Tools for Pharma Marketing Revolution 56. Breaking Down the Silos 57. The Human Touch in a Digital Age 58. Navigating the Ethical Compass: AI in Pharma Marketing With a Conscience 59. Implementing AI Transformation in Pharma Marketing 60. Embracing AI Transformation in Small and Medium-Sized Pharma Companies 61. Gazing into the Crystal Ball: The Evolving Landscape of AI in Pharma Marketing **PART X: THE ENCORE** 62. The Ethical Encore: Navigating the Moral Maze of Human+AI Pharma Marketing 63. The Orchestrated Encore: Unveiling of the Future Landscape of Pharma Marketing 64. The Human Encore: Remembering the Heartbeat of Purpose

2025 | 9788197852237 | BSPMP | 736 pp | HB | Rs. 2295.00



Brand Positioning in Pharma

Subba Rao Chaganti

Click NOW For More Info!

Contents: 1. Brand Positioning 2. Disease Branding 3. Drug Repositioning 4. Blue Ocean Strategy 5. Blue Ocean Strategy 6. Brand Positioning in th Digital Age

2023 | 9789395039550 | BSPMP | 329 pp | HB | Rs. 1095.00



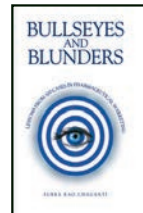
Digital Pharma Marketing Playbook

Subba Rao Chaganti

Click NOW For More Info!

Contents: 1. Challenging Times! Changing Rules! 2. Digital Revolution 3. Digital Pharma Marketing 4. Social Media Marketing and Pharma 5. Digital Transformation

Rpt.2024 | 9789389354478 | BSPMP | 741 pp | HB |Rs. 2495.00



Bullseyes and Blunders: Lessons from 100 Cases in Pharmaceutical Marketing

Subba Rao Chaganti

Click NOW For More Info!

Contents: 1. The Pharmaceutical Market 2. The Pharmaceutical Product 3. Therapeutic Leadership 4. Product Launch Strategy 5. Life Cycle Management 6. Pharmaceutical Marketing Practices: Good and Bad 7. Disease Branding 8. Blue Ocean Strategy 9. The Pricing Strategies 10. Pharma and Social Media

Rpt. 2025 | 9789388305440 | BSPMP | 619 pp | HB | Rs. 2295.00



Cracking the Generics Code

Your Single-Source Success Manual for Winning in Multi-Source Product Markets!

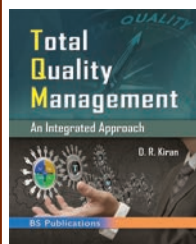
Subba Rao Chaganti

Click NOW For More Info!

Contents: 1. Global Pharmaceutical Industry: An Overview 2. A Short History of Generics 3. The Turf Wars 4. The Code 5. Strategic Vision 6. Reaching the Critical Mass 7. Marketing Mindset 8. Technology Focus 9. Focus on Research 10. Intellectual Capital 11. Integrating Strategically 12. Internationalizing the Business 13. Attracting Alliances 14. Operational Excellence 15. The Secret Sauce 16. The Contenders 17. Generics: The Road Ahead 18. Winner's Checklist!

Rpt. 2023 | 9789390211579 | BSPMP | 667 pp | HB | Rs. 1995.00

MANAGEMENT



Total Quality Management: An Integrated Approach

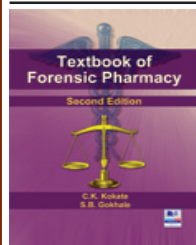
D. R. Kiran

Co-Published with Elsevier

Click NOW For More Info!

Contents: 1. TQM – An Overview 2. Evolution of TQM 3. Quality Gurus 4. Leadership and TQM 5. Scientific Management 6. System Approach to Management Theory 7. Strategic Planning 8. Cost of Quality 9. Organisation for TQM 10. Customer Satisfaction 11. Total Employee Involvement 12. Supplier Partnership 13. Total Productive Maintenance 14. Quality Awards 15. Quality Circles 16. Fundamentals of Statistics – Part I 17. Fundamentals of Statistics – Part II 18. Process Capability 19. Inward Inspection 20. Seven Traditional Tools of TQM 21. The Seven Modern Tools of TQM 22. Kaizen and Continuous Improvement 23. 5 S 24. Six Sigma 25. Terminology used in Japanese Management Practices 26. Failure Modes and Effects Analysis 27. Reliability Engineering 28. Business Process Reengineering 29. Benchmarking 30. Quality Function Deployment 31. Quality Loss Function 32. Design for Quality 33. Value Engineering 34. ISO 9000 Quality Systems 35. ISO 14000 Quality Systems

Rpt. 2025 | 9789352300921 | BSPBSP | 618 pp | PB | * Rs. 795.00



Textbook of Forensic Pharmacy, 2nd Ed.

C.K. Kokate and S.B. Gokhale

Click NOW For More Info!

Contents: 1. General Introduction, 2. History of Drug Legislation and Pharmacy Profession in India, 3. Pharmaceutical Ethics, 4. The Pharmacy Act, 1948, 5. The All India Council for Technical Education Act, 1987, 6. The University Grants Commission (U.G.C.) Act, 1956, 7. The Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules, 1955, 8. The Drugs and Cosmetics Act, 1940 and Rules, 1945, 9. Good Clinical Practice (GCP), 10. The Narcotic Drugs and Psychotropic Substances Act, 1985 and Rules, 1985, 11. Medicinal and Toilet Preparations (Excise Duties) Act, 1955 and Rules, 1956, 12. The Industries (Development and Regulations) Act, 1952, 13. Medical Termination of Pregnancy Act, 1971 & Rules, 2003, 14. Essential Commodities Act, 1955, 15. Insecticides Act, 1968, 16. The Consumer Protection Act, 1986, 17. Poisons Act, 1919, 18. Shops and Establishments Act, 19. Prevention of Cruelty to Animals Act, 1960, 20. The Prevention of Food Adulteration Act, 1954 and Rules, 1955, 21. National Pharmaceutical Pricing Authority (NPPA), 22. National Blood Policy, 23. Pharmaceutical Policy-2002, 24. The Drugs (Price Control) Order (DPCO), 1995, 25. WTO, GATS and The Indian Patents Act, 1970 with Amendments, 26. Good Laboratory Practice (GLP), 27. Adverse Drug Reactions (ADRs), 28. List of Prohibited Drugs in India

Rpt. 2023 | 9789381075999 | BSPMP | 244 pp | PB | Rs. 350.00



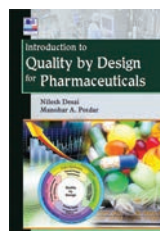
21st Century Pharmaceutical Development

Peter Blaisdell

Click NOW For More Info!

Contents: 1. Financing Strategies for small Drug Developers, 2. Managing Basic Research in the Twenty-First Century, 3. Protecting Intellectual Property in the New Millennium, 4. The Marketing of Pharmaceutical Products, 5. Regulatory Affairs in the Twenty-First Century, 6. Advances in Preclinical Toxicology Studies for Pharmaceuticals, 7. Drug Product Formulation Development, 8. Twenty-First Century Manufacturing, 9. The Art (and Science) of Developing a Clinical Strategy, 10. The Role of Statistics in Drug Development, 11. Project Management in Drug Development, 12. Outsourcing in Pharmaceutical Development, 13. Diagnostics, 14. Medical Devices

Rpt. 2001 | 1574911023 | BSPT&F | 388 pp | HB | Rs. 3995.00



Introduction to Quality by Design for Pharmaceuticals

Nilesh Desai and Manohar A. Potdar

Click NOW For More Info!

Contents: 1. Overview of QbD 2. Aspects of QbD to Product Development 3. Aspects of QbD to Analytical Method 4. DOE, PAT and TRT 5. Question Based Review (QbR) 6. QbD as an Alternative approach to Process Validation 7. Implementation of QbD in Product Development (Case Studies) 8. Implementation of QbD in Analytical Methods (Case Studies).

Rpt. 2022 | 9789352301737 | BSPMP | 192 pp | PB | Rs. 275.00



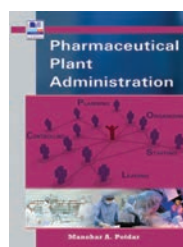
Handbook of Materials Management: For Healthcare Industry

V. Venkat Reddy

Click NOW For More Info!

Contents: 1. Origin and Growth of Materials Management In Indian Healthcare Industry, 2. Integrated Hospital Materials Management, 3. Materials Management In Hospital Pharmacy, 4. Purchasing Function, Origin, Scope and Objectives, 5. Organization for Purchasing Function, 6. Purchasing Cycle, 7. Purchasing Parameters, 8. Negotiations in Purchasing, 9. Hospital Purchasing and Industrial Purchasing - A Comparison, 10. Special Features of Hospital Purchasing, 11. Scope of Inventory Control and Its Impact on Profitability, 12. Classification of Hospital Inventories, 13. Cost Associated With Inventories, 14. Economic Order Quantity, 15. Selective Controls of Inventory, 16. Lead Time Management, 17. Designing of Inventory Control Systems, 18. Stores Organization, 19. Stores Building and Stores Layout, 20. Physical Verification of Inventories, 21. Inventory Valuation, 22. Supply and Distribution Management, 23. Value Analysis/Value Engineering (Vave), 24. Supply Chain Management Relevance to Healthcare Industry, 25. Information Technology Applications in Healthcare.

Rpt. 2025 | 9789395039871 | BSPMP | 738 pp | PB | Rs. 1495.00



Pharmaceutical Plant Administration

Manohar A. Potdar

Click NOW For More Info!

Contents: Part I 1. Introduction 2. Planning 3. Organising 4. Staffing 5. Leading 6. Controlling Part II 1. Introduction 2. General Administration 3. Production 4. Production Planning and Control 5. Quality Management 6. Warehousing 7. Engineering 8. Personnel and HRD

Rpt. 2024 | 9788178003030 | BSPMP | 333 pp | PB | Rs. 395.00



Pharmacoethics: A Problem-based Approach

Gettman David A. & Dean Arneson

Click NOW For More Info!

Contents: 1. Professional Responsibility 2. Patients' Rights 3. Privacy and Confidentiality 4. Ethics Committees 5. Patient Privacy 6. Truth Telling 7. Re-productive Ethics 8. Genetic Screening 9. Seriously Ill Neonates 10. Distributive Justice 11. Unethical Experimentation 12. Research Principles 13. Scientific Integrity 14. Research on Human Subjects 15. Research/Testing on Animals 16. Intellectual Property 17. Germline Therapy 18. Medical Surveillance

Rpt. 2010 | 9781587160356 | BSPT&F | 472 pp | PB | Rs. 1295.00

MANAGEMENT



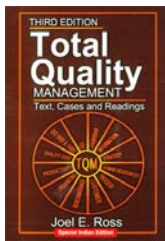
Quality : A Critical Introduction, 3rd Ed.

Beckford John.L.W

Click NOW
For More Info!

Contents: 1. The Quality Imperative 2. Quality: A Strategic Decision? 3. Barriers to Quality 4. The Emergence of Management 5. Philip B. Crosby 6. W. Edwards Deming 7. Armand V. Feigenbaum 8. Kaoru Ishikawa 9. Joseph M. Juran 10. John S. Oakland 11. Taiichi Ohno 12. Shigeo Shingo 13. Genichi Taguchi 14. Contingency Theory 15. Organisations as Systems 16. Organisational Cybernetics 17. Soft Systems Thinking 18. Critical Systems Thinking 19. Business Process Re-engineering 20. Organisational Learning 21. Systemic Quality Management 22. SB Foods: A Quality Problem? 23. First Intervention 24. Second Intervention 25. Final Intervention

2011 | 9780415996358 | BSPT&F | 328 pp | PB | Rs. 795.00



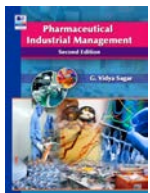
Total Quality Management Text, Cases & Readings, 3rd Ed.

Joel E. Ross

Click NOW
For More Info!

Contents: 1. Introduction to Total Quality Management, 2. Leadership, 3. Information and Analysis, 4. Strategic Planning, 5. Human Resource Focus, 6. Process Management, 7. Customer and Market Focus, 8. Benchmarking, 9. Organizing for Total Quality Management, 10. Productivity, Quality, and Re-engineering, 11. The Cost of Quality, 12. ISO 9000 and Universal Standards of Quality, 13. Theory of Constraints, 14. Varifilm Case Study.

Rpt. 2015 | 9780367200770 | BSPT&F | 550 pp | PB | Rs. 1495.00



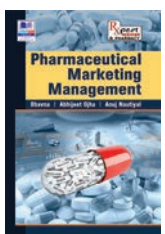
Pharmaceutical Industrial Management, 2nd Ed.

G. Vidya Sagar

Click NOW
For More Info!

Contents : 1. Management 2. Manufacturing Management 3. Pharmaceutical Industry 4. Organisation of Distribution and Marketing 5. Principles of Management 6. Administrative Management 7. Production Management 8. Personnel Management 9. Pharmaceutical Marketing 10. Channels of Distribution 11. Salesmanship 12. Marketing Research 13. Personnel Management Functions 14. Accounting and its Principles 15. Recording of the Business Transactions 16. Trial Balance and Errors 17. Financial Statements 18. Bank Reconciliation Statement 19. Bills of Exchange 20. Treatment of Cheques 21. Economics 22. Trade 23. Insurance 24. Labour Welfare 25. Materials Management and Control 26. Financial Management 27. Entrepreneurship Development 28. Time and Space Management 29. Prescribing Habits of Physicians 30. Pharma Inventory Management.

Rpt. 2023 | 9789383635962 | BSPPMP | 576 pp | PB | Rs. 795.00



Pharmaceutical Marketing Management

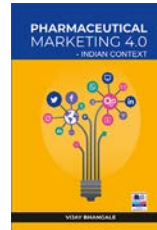
**Bhavna Kumar,
Abhijeet Ojha and Anuj Nautiyal**



Click NOW
For More Info!

Contents: 1. Marketing 2. Product Decision 3. Promotion 4. Pharmaceutical Marketing Channels 5. Pricing

2023 | 9789395039710 | BSPPMP | 216 pp | PB | Rs. 295.00



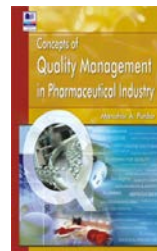
Pharmaceutical Marketing 4.0 – Indian Context

Vijay Bhangale

Click NOW
For More Info!

Contents: 1. Healthcare Scenario in India 2. Indian Pharmaceutical Industry Landscape 3. Understanding Pharmaceutical Customer 4. Pharmaceutical Marketing – How is it different from Consumer Marketing? 5. Pharma 4.0 6. Marketing Research and MIS 7. Identifying Market Segments, Targeting & Positioning 8. Pharmaceutical Brand and Branding Strategies 9. New Products - Growth Drivers in Pharmaceutical Industry 10. Pricing Strategies 11. Pharmaceutical Distribution 12. Importance of Retail Pharmacy & Emergence of e-Pharmacy 13. Building Pharma Brands 14. Integrated Marketing Communications 15. Salesforce Effectiveness – Key to Pharmaceutical Brand Success 16. Relationship Marketing 17. Medico Marketing 18. Digital Transformation in Pharmaceutical Industry 19. Hospital (Institutional) Marketing 20. Rural Marketing – its Significance in the Indian Context 21. International Marketing – Exploiting the Potential of Generics 22. OTC Marketing - A Growth Strategy 23. Marketing of Specialty Drugs for Rare Diseases 24. Biopharmaceuticals

Rpt. 2024 | 9788196146702 | BSPPMP | 298 pp | HB | Rs. 895.00



Concepts of Quality Management in Pharmaceutical Industry

Manohar A. Potdar

Click NOW
For More Info!

Contents: 1. Understanding Quality, 2. Company- wide Quality Assessment, 3. Quality Organisation, 4. Quality Culture, 5. Strategic Quality Management, 6. Designing for Quality, 7. Quality Planning, 8. Quality Control, 9. Quality Assurance and Audits, 10. Quality Improvement, 11. Quality Manufacturing, 12. Acceptance Sampling, Inspection, Test and Measurement, 13. Statistical Process Control

Rpt. 2025 | 9789352301423 | BSPPMP | 279 pp | PB | Rs. 425.00



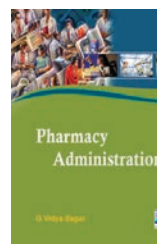
Strategic Pharmaceutical Marketing, 2nd Ed.

Raja B. Smarta

Click NOW
For More Info!

Contents: 1. Marketing Vision 2. Dynamic Pathways 3. Innovation and Marketing Strategy 4. Strategic Concepts, Models and Options 5. Evolution and Change of Gear 6. Strategic Plus 7. Force of Segmentation 8. Positioning Towards Identity 9. Communication and Promotion Impact 10. Execution Prerequisites 11. Core Sales Execution 12. Marketing Finance.

Rpt. 2021 | 9789352301720 | BSPPMP | 392 pp | PB | Rs. 395.00



Pharmacy Administration

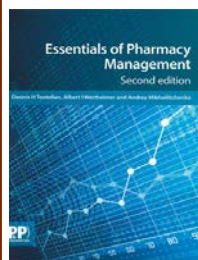
G. Vidya Sagar

Click NOW
For More Info!

Contents: 1. Introduction to Business, 2. Manufacturing Management, 3. Social Use of Drugs, Drug Addiction, 4. Organisation of Distribution and Marketing, 5. Pharmaceutical Industry, 6. Insurance, 7. Governance in Pharmacy, 8. Drug Store Principles and Management

Rpt. 2020 | 9788178002552 | BSPPMP | 448 pp | PB | Rs. 450.00

MANAGEMENT



Essentials of Pharmacy Management

Dennis H Tootelian,
Albert I Wertheimar,
Andrey Mikhailitchenko

Click NOW
For More Info!

Contents: Section 1: Pharmacy Practice in Perspective 1. The Evolving Nature of Pharmacy Practice 2. The Role of Business in Pharmacy Practice 3. Going Into "Business" in Independent, Chain, and Hospital Pharmacy Settings **Section 2: Planning and Risk Management** 4. Developing Business Plans and Policies 5. Risk and Insurance Management **Section 3: Accounting and Financial Management** 6. Accounting and Financial Records 7. Use of Accounting and Financial Records **Section 4: Marketing Strategies** 8. Prescription Product and Service Strategies 9. Pharmacy Location, Layout and Merchandising 10. Pricing Procedures and Credit Policies 11. Promotion and Personal Selling **Section 5: Organising and Staffing the Pharmacy** 12. Organising and Staffing the Pharmacy 13. Employee Orientation, Training and Compensating 14. Personnel Relations **Section 6: Pharmacy Operations Management** 15. Purchasing and Inventory Control 16. Operations Management 17. Measuring the Success of the Pharmacy

2012 | 9780857110183 | BSPPHP | 460 pp | PB | Rs. 3495.00



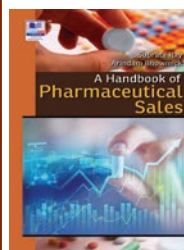
Pharmacy Ethics & Decision Making

Joy Wingfield and David Badcott

Click NOW
For More Info!

Contents: 1. Ethical Theory 2. Key Moral Concepts in Healthcare 3. Moral Reasoning 4. Professionalism and Accountability 5. The Professional Decision-Making Process 6. Ethics in Practice 7. Worked Examples of Decision-Making.

2007 | 9780853696896 | BSPPHP | 335 pp | PB | Spl. Price 3095.00



A Handbook of Pharmaceutical Sales

Subrata Ray, Arindam Bhomick

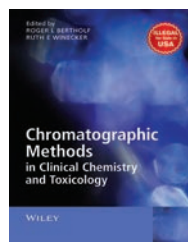
Click NOW
For More Info!

NEW

Contents: 1. Overview of the Global Pharmaceutical Industry 2. The Pharmaceutical Products 3. Understanding the Medical Representative 4. Understanding the Doctor by a Medical Representative 5. Importance of the Distribution by a Typical Indian 6. Pharmaceutical Product Sales Strategies and Techniques 7. Field Sales Force Management 8. Pharmaceutical Sales Territory Management 9. Pharmaceutical Product Launch and Product Lifecycle Management 10. Communications and Promotional Strategies of Pharmaceutical Products 11. Data Analysis and Market Research 12. Regulatory and Ethical Considerations 13. Future Trends and Innovations in Field Marketing

2025 | 9789349562974 | BSPMP | 426 pp | PB | Rs. 595.00

PHARMACEUTICAL ANALYSIS



Chromatographic Methods in Clinical Chemistry and Toxicology

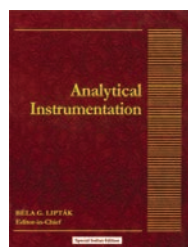
Roger L Bertholf,
Ruth E Winecker

Click NOW
For More Info!

NEW

Contents: 1. Quality Assurance, Quality Control and Method Validation in Chromatographic Applications 2. Liquid Chromatographic-Mass Spectrometric Measurement of Anabolic Steroids 3. High-Performance Liquid Chromatography in the Analysis of Active Ingredients in Herbal Nutritional Supplements 4. Measurement of Plasma L-DOPA and L-Tyrosine by High-Performance Liquid Chromatography as a Tumor Marker in Melanoma 5. Hypersensitive Measurement of Proteins by Capillary Isoelectric Focusing and Liquid Chromatography-Mass Spectrometry 6. Chromatographic Measurement of Transferrin Glycoforms for Detecting Alcohol Abuse and Congenital Disorders of Glycosylation 7. Chromatographic Measurements of Catecholamines and Metanephrines 8. Chromatographic Measurement of Volatile Organic Compounds (VOCs) 9. Chromatographic Techniques for Measuring Organophosphorus Pesticides 10. Chromatographic Analysis of Nerve Agents 11. History and Pharmacology of γ -Hydroxybutyric Acid 12. Liquid Chromatography with Inductively Coupled Plasma Mass Spectrometric Detection for Element Speciation: Clinical and Toxicological Applications 13. Applications of Gas Chromatography-Mass Spectrometry to the Determination of Toxic Metals

2025 | 9789370602984 | BSPJW | 308 pp | PB | Rs. 3995.00



Analytical Instrumentation

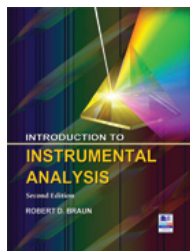
Bela G. Liptak

Click NOW
For More Info!

Contents: 1. Analyzer Application and Selection 2. Analyzer Sampling-Process Samples, 3. Analyzer Sampling-Stack Particulates, 4. Air Quality Monitoring, 5. Biometers, 6. Biochemical Oxygen Demand (BOD), Chemical Oxygen Demand (COD), Total Oxygen Demand (TOD), 7. Calorimeters, 8. Carbon Dioxide, 9. Carbon Monoxide 10. Chlorine 11. Chromatographs-Gas, 12. Chromatographs-Liquid, 13. Coal Analyzers, 14. Colorimeters, 15. Combustibles 16. Conductivity Analyzers, 17. Consistency Analyzers, 18. Corrosion Monitoring, 19. Differential Vapor Pressure Sensor, 20. Dioxin Analysis, 21. Elemental Monitors, 22. Fiber-Optic Probes, 23. Fluoride Analyzers, 24. Hydrocarbon Analyzers, 25. Hydrogen Sulfide, 26. Infrared Analyzers, 27. Non-Selective Electrodes, 28. Mass Spectrometers, 29. Mercury in Air, 30. Mercury in water, 31. Moisture in Air: Humidity and Dew point, 32. Moisture in Gases and Liquids, 33. Moisture in Solids, 34. Molecular Weight, 35. Nitrate, Ammonia, and total Nitrogen, 36. Nitrogen oxide Analyzers, 37. Odor Detection, 38. Oil in or on Water 39. Oxidation-Reduction Potential (ORP), 40. Oxygen in gases, 41. Oxygen in liquids (dissolved oxygen), 42. Ozone in Gas, 43. Ozone in water, 44. Particulates, Opacity, Dust, and Smoke, 45. Particle size and Distribution Monitors, 46. pH measurement 47. Phosphorus Analyzer, 48. Physical properties analyzers-ASTM methods, 49. Refractometers 50. Streaming current on particle charge analyzer, 51. Sulfur-in-oil Analyzers, 52. Sulfur oxide Analyzers, 53. Thermal Conductivity detectors, 54. Total Carbon Analyzers, 55. Toxic Gas Monitoring, 56. Turbidity, Sludge, and Suspended solids, 57. Ultraviolet and Visible Analysis 58. Viscometers-Application and Selection, 59. Viscometers-Laboratory, 60. Visco-meters-Industrial, 61. Voltametric, Amperometric, and other Electrochemical Analyzers, 62. Water Quality Monitoring, 63. Wet-Chemistry and Analyzers

2012 | 9780801983979 | BSPT&F | 471 pp | PB | Rs. 1795.00

PHARMACEUTICAL ANALYSIS



Introduction to Instrumental Analysis, 2nd Ed.

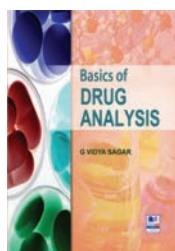
Robert D. Braun

Click NOW
For More Info!

Best Seller

Contents: 1. Introduction to Chemical Instrumental Analysis, 2. Simple DC and AC Electric Circuits, 3. Electronic Circuits, 4. Operational Amplifiers, Logic Devices, and Computers, 5. Introduction to Spectral Methods of Analysis, 6. Atomic Absorption Spectrophotometry, 7. Flame Emission and Atomic Emission, 8. Atomic Fluorescence, Resonant Ionization, and Laser-Enhanced Ionization, 9. Ultraviolet-Visible Spectroscopy of Polyatomic Species, 10. Chemiluminescence and Electrochemiluminescence, 11. Fluorescence and Phosphorescence, 12. Infrared Spectroscopy, 13. Photoacoustic Spectroscopy, 14. Radiative Scattering, 15. Refractometry, 16. Nuclear Magnetic Resonance Spectroscopy, 17. Electron Spin Resonance Spectrometry, 18. X-Ray Methods, 19. Electron Spectroscopy, 20. Radiochemical Methods, 21. Mass Spectrometry, 22. Potentiometry, 23. Non-potentiometric Electroanalysis, 24. Introduction to Chromatography, 25. Liquid Chromatography, 26. Gas Chromatography, 27. Thermal Analysis, 28. Automated Analysis

Rpt. 2022 | 9789381075920 | BSPPMP | 1106 pp | PB | Rs. 1195.00



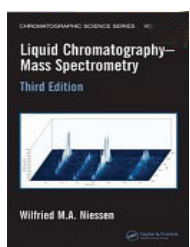
Basics of Drug Analysis

G. Vidya Sagar

Click NOW
For More Info!

Contents: 1. Quality Assurance, 2. Fundamental Concepts in Volumetric Analysis, 3. Acidimetry and Alkalimetry, 4. Gravimetric Analysis, 5. Non-aqueous Titrations, 6. Complexometric Titrations, 7. Diazotisation Titrations (Sodium Nitrite Titrations), 8. Oxidation-reduction titrations, 9. Precipitation Titrations, 10. Functional Group Analysis, 11. Polarography, 12. Electro-Analytical Methods or Electro-Chemical methods of Analysis, 13. Potentiometry or pH metry, 14. Amperometric Titrations, 15. Solvent Extraction, 16. Kjeldahl Method, 17. Karl Fischer Titration, 18. Oxygen Flask Combustion Method, 19. Errors and Statistics, 20. Miscellaneous Methods, 21. Gasometry, 22. Safety Measures, Prevention and First-Aid in Laboratory, 23. Calibration of Volumetric Glassware, 24. Radioimmunoassay, 25. Polarimetry, 26. Refractometry

Rpt. 2023 | 9788188449675 | BSPPMP | 514 pp | PB | Rs. 795.00



Liquid Chromatography-Mass Spectrometry, 3rd Ed.

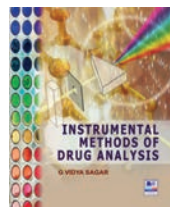
Wilfried M.A. Niessen

Click NOW
For More Info!

Contents: 1. Liquid Chromatography and Sample Pretreatment 2. Mass Spectrometry 3. Strategies in LC-MS Interfacing 4. History of LC-MS Interfaces 5. Interfaces for Atmospheric-Pressure Ionization 6. Atmospheric-Pressure Ionization 7. LC-MS Analysis of Pesticides 8. Environmental Applications of LC-MS 9. LC-MS in Drug Discovery and Development 10. LC-MS in Drug Metabolism 11. Quantitative Bioanalysis Using LC-MS 12. Clinical Applications of LC-MS 13. LC-MS Analysis of Steroids 14. LC-MS in Food Safety Analysis 15. LC-MS Analysis of Plant Phenols 16. LC-MS analysis of Proteins 17. LC-MS analysis of Peptides / Enabling Technology 18. LC-MS in Proteomics 19. LC-MS for Identification of Post-Translational Modifications 20. LC-MS Analysis of Oligosaccharides 21. LC-MS Analysis of Lipids and Phospholipids 22. LC-MS Analysis of Nucleic Acids

Rpt. 2009 | 9780824740825 | BSPT&F | 632 pp | PB | Rs. 1295.00

PHARMACEUTICAL ANALYSIS



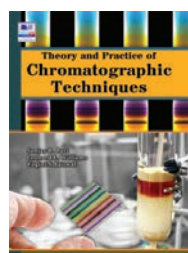
Instrumental Methods of Drug Analysis

G. Vidya Sagar

Click NOW
For More Info!

Contents: 1. Chromatography, 2. Column Chromatography, 3. Thin Layer Chromatography, 4. Paper Chromatography, 5. Ion Exchange Chromatography, 6. Gas Chromatography, 7. High Performance Liquid Chromatography, 8. High Performance Thin Layer Chromatography, 9. Introduction to Spectroscopy, 10. UV & Visible Spectroscopy, 11. Fluorimetry, 12. Nephelometry and Turbidimetry, 13. Atomic Absorption Spectroscopy, 14. Flame Photometry, 15. Mass Spectroscopy, 16. Infrared Spectroscopy, 17. Nuclear Magnetic Resonance Spectroscopy, 18. Water Analysis, 19. Validation, 20. X-ray Spectroscopy

Rpt. 2023 | 9788188449736 | BSPPMP | 562 pp | PB | Rs. 850.00



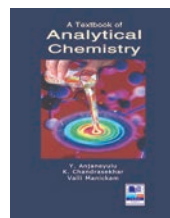
Theory and Practice of Chromatographic Techniques

Sanjay B. Bari, Leonard L. Williams and Yogini S. Jaiswal

Click NOW
For More Info!

Contents: 1. Analytical Methods – An Overview 2. Basics of Chromatography 3. Preparative Chromatography 4. Thin Layer Chromatography (TLC) 5. High Performance Thin Layer Chromatography (HPTLC) and Hyphenated Techniques 6. HPLC and Related Hyphenated Techniques 7. Gas Chromatography and Mass Spectrometry 8. Ion Exchange Chromatography 9. Chiral Chromatography 10. Analysis of Data obtained from Hyphenated Chromatographic Techniques

Rpt. 2023 | 9789352301393 | BSPPMP | 190 pp | PB | Rs. 295.00



A Textbook of Analytical Chemistry

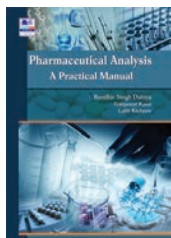
Y. Anjaneyulu, K. Chandrasekar and Valli Manickam

Click NOW
For More Info!

Contents: 1. Introduction to Analytical Chemistry 2. Statistical Treatment of Analytical Data 3. Quantitative Method of Analysis 4. Gravimetric Analysis 5. Introduction to Volumetric Analysis 6. Acid-Base Titrations 7. Redox Titrations 8. Complexometric Titrations 9. Chromatography 10. Paper Chromatography 11. Thin Layer Chromatography 12. Gas Chromatography (GC) 13. High Performance Liquid Chromatography 14. Column Chromatography 15. Ion Exchange Chromatography 16. Gel Permeation Chromatography (GPC) 17. Spectroscopy 18. UV Visible Spectroscopy 19. Turbidimetry and Nephelometry 20. Molecular Fluorescence & Phosphorescence and Chemiluminescence Spectrometry 21. Infra-Red Spectroscopy 22. Raman Spectroscopy 23. Atomic Emission, Fluorescence and Absorption Spectroscopy 24. Flame Photometry 25. Inductively Coupled Plasma-Optical Emission Spectrometry (ICP-OES) 26. Inductively Coupled Plasma-Mass Spectrometry (ICP-MS) 27. Mass Spectroscopy 28. Photoacoustic spectroscopy 29. X-Ray Absorption, diffraction and Fluorescence Spectroscopy 30. Nuclear Magnetic Resonance Spectroscopy 31. Electron Spin Resonance Spectroscopy 32. Thermal Analysis 33. Electro Analytical Chemistry 34. Potentiometry 35. Conductometry 36. Electrogravimetry 37. Coulometric methods of analysis 38. Voltammetry

Rpt. 2019 | 9788188449194 | BSPPMP | 910 pp | PB | Rs. 895.00

PHARMACEUTICAL ANALYSIS: PRACTICAL



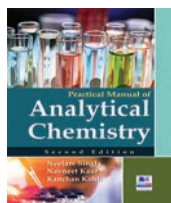
Pharmaceutical Analysis: A Practical Manual

Randhir Singh Dahiya,
Navpreet Kaur and Lalit Kishore

Click NOW
For More Info!

Contents: 1. Acids and Bases 2. Oxidation Reduction Titrations 3. Precipitation Titrations 4. Gravimetric Analysis 5. Non-aqueous Titrations 6. Complexometric Titrations 7. Kjeldahl Method 8. Karl Fischer Titration 9. Diazotization Titrations 10. Conductometric Titrations 11. Flame Photometry 12. Polarimetry 13. Ion-Exchange Chromatography 14. Electrophoresis 15. Thin Layer Chromatography 16. Column Chromatography 17. Colorimetry 18. Spectrofluorometry 19. UV/ Visible Spectroscopy 20. Infrared Spectrophotometry 21. High Performance Liquid Chromatography

Rpt. 2024 | 9789383635764 | BSPMP | 312 pp | PB | Rs. 395.00



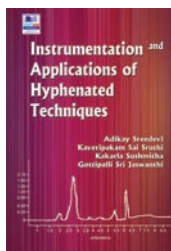
Practical Manual of Analytical Chemistry, 2nd Ed.

Neelam Singla and Bharti Mangla

Click NOW
For More Info!

Rpt. 2023 | 9789389354065 | BSPMP
104 pp | PB | Rs. 195.00

PHARMACEUTICAL ANALYSIS- REFERENCE



Instrumentation and Applications of Hyphenated Techniques

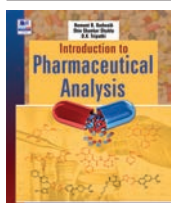
Sreedevi Adikay et. al

Click NOW
For More Info!

NEW

Contents: 1. Introduction to Analytical Chemistry 2. Introduction to Hyphenated Techniques 3. Liquid Chromatography-Mass Spectrometry (LC/MS) 4. Liquid Chromatography-Nuclear Magnetic Resonance Spectroscopy (LC-NMRS) 5. Liquid Chromatography-Fourier Transform Infrared Spectroscopy (LC-FTIS) 6. Gas Chromatography-Mass Spectrometer (GC-MS) 7. Gas Chromatography-Nuclear Magnetic Resonance (GC-NMR) 8. Gas Chromatography-Fourier Transform Infrared Spectroscopy (GC-TIR) 9. Gas Chromatography-Atomic Absorption Spectroscopy (GC-AAS) 10. Fourier Transform (FT) NMR Spectroscopy (FT-NMR) 11. Capillary Electrophoresis-Mass Spectrometry (CE-MS) 12. Inductively Coupled Plasma-Mass Spectrometry (ICP-MS) 13. Inductively Coupled Plasma-Atomic Emission Spectroscopy (ICP-AES) 14. Liquid Chromatography-Tandem Mass Spectrometry (LC-MS/MS) 15. Gas Chromatography Tandem Mass Spectrometer (GC-MS/MS)

2025 | 9789395038621 | BSPMP | PB | 140 pp | Rs. 225.00



Introduction to Pharmaceutical Analysis

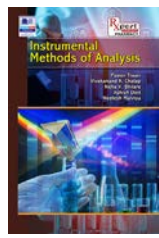
Hemant R. Badwaik, Shiv Shankar Shukla and D. K. Tripathi

Click NOW
For More Info!

Contents: 1. Definition and Scope 2. Errors 3. Acid-Base Titration 4. Non-Aqueous Titration 5. Precipitation Titrations 6. Complexometric Titration 7. Gravimetry 8. Redox Titrations 9. Conductometry 10. Potentiometry 11. Polarography

Rpt. 2025 | 9789389354089 | BSPMP | 291 pp | PB | Rs. 395.00

PHARMACEUTICAL ANALYSIS- REFERENCE



Instrumental Methods of Analysis

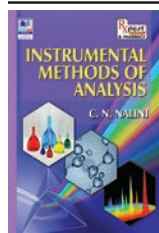
Pawan Tiwari,
Vivekanand K. Chatap,
Neha Vithal Bhilare, Ashish Dixit and
Neelesh Malviya

Click NOW
For More Info!



Contents: 1. Chromatography 2. Paper Chromatography 3. Thin layer Chromatography 4. Gas Liquid Chromatography 5. Ion Exchange Chromatography (or Ion Chromatography) 6. Column Chromatography 7. Electrophoresis 8A. Radioimmuno Assay (RIA) 8B. ELISA 9. X-ray Crystallography 10. Introduction to Spectroscopy 11. Infra-red Spectroscopy 12. Fluorimetry 13. Flame photometry 14. Atomic Absorption Spectroscopy 15. Nepheloturbidimetry 16. NMR Spectroscopy 17. Mass Spectroscopy

Rpt. 2024 | 9788196147037 | BSPMP | 236 pp | PB | Rs. 325.00



Instrumental Methods of Analysis

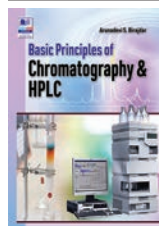
C. N. Nalini

Click NOW
For More Info!



Contents: Section – I Spectroscopy 1. UV Visible Spectroscopy 2. Fluorimetry 3. IR spectroscopy 4. Flame Photometry 5. Atomic Absorption Spectroscopy 6. Nepheloturbidimetry Section – II: CHROMATOGRAPHY 7. Introduction to Chromatography 7A. Adsorption Column Chromatography 7B. Partition Column Chromatography 8. Thin Layer Chromatography 9. Paper Chromatography 10. Electrophoresis 11. Gas Chromatography 12. High Performance Thin Layer Chromatography (HPTLC) 13. Ion Exchange Chromatography 14. Gel Chromatography 15. Affinity Chromatography

2023 | 9789391910877 | BSPMP | 268 pp | PB | Rs. 375.00



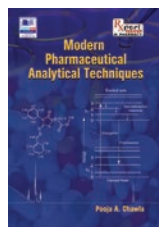
Basic Principles of Chromatography & HPLC

Arunadevi S. Birajdar

Click NOW
For More Info!

Contents: 1. Introduction to Chromatography 2. Basic Classification & Theory of Chromatography 3. Modes of Liquid Chromatography (LC) 4. Normal Phase Chromatography (NPC) 5. Reversed-Phase Chromatography (RPC) 6. Types of Stationary Phases 7. High-Performance Liquid Chromatography (HPLC) 8. Detail Instrumentation of HPLC 9. Types of Elution 10. Calibration and Validation (HPLC) 11. New Method Development & Validation as per ICH Guidelines 12. Validation of New HPLC Method Developed as per ICH Guidelines 13. Applications of Column Chromatography and HPLC 14. Ultra High-Performance Liquid Chromatography (UPLC) Or (UHPLC)

2023 | 9789395039062 | BSPMP | 132 pp | PB | Rs. 225.00



Modern Pharmaceutical Analytical Techniques

Pooja Chawla

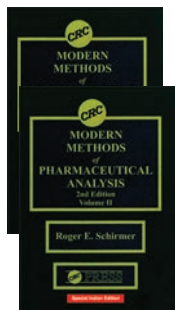
Click NOW
For More Info!



Contents: 1. UV-Visible Spectroscopy 2. IR Spectroscopy 3. Spectrofluorimetry 4. Flame Emission Spectroscopy 5. NMR Spectroscopy 6. Mass Spectrometry 7. Chromatography 8. Electrophoresis 9. X-Ray Crystallography 10. Potentiometry 11. Thermal Analysis Techniques 12. Bioassay

Rpt. 2025 | 9789395039888 | BSPMP | 292 pp | PB | Rs. 325.00

PHARMACEUTICAL ANALYSIS- REFERENCE



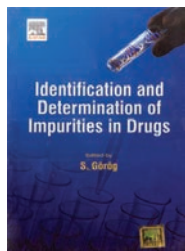
Modern Methods of Pharmaceutical Analysis,

2nd Ed. 2 Vol. Set

Roger E. Schirmer

Contents: **Volume I:** 1. Separation of Drugs from Excipients 2. UV and Visible Absorption Techniques 3. IR Methods of Analysis 4. Near Infrared Methods of Analysis 5. Fluorometric Analysis 6. Optical Rotation 7. Nuclear Magnetic Resonance Spectroscopy 8. Thermal Analysis 9. Phase Solubility Analysis **Vol. II:** 1. Polarography 2. Coulometry 3. Gas-Liquid Chromatography 4. High-Performance Liquid Chromatography 5. The Determination of Isomeric Purity

Rpt. 2010 | 9780849352676 | BSPCRC | HB | Vol. I: 400 pp, Vol. II: 456 pp | Set price Rs. 4495.00

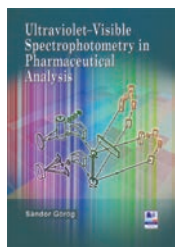


Identification and Determination of Impurities in Drugs

S. Görög

Contents: 1. Various aspects of the estimation of impurities in drugs, 2. Identification, structure elucidation and determination of related organic impurities, 3. Identification and determination of residual solvents, 4. Identification, semiquantitative and quantitative determination of inorganic impurities, 5. Degradation products as impurities, 6. Determination of enantiomeric impurities, 7. Estimation of polymorphic modifications as impurities in drugs, 8. Microbiological examination of non-sterile drugs and raw materials, 9. Selected examples (impurity profiling of some groups of drugs)

Rpt. 2012 | 9789381269626 | BSPCLS | 748 pp | HB | Rs. 2495.00



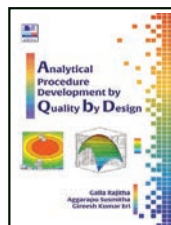
Ultraviolet-Visible Spectrophotometry in Pharmaceutical Analysis

S. Görög

Contents: 1. Introduction 2. The Measurement of Light Absorption (and Reflection) 3. Qualitative Analysis: Relationship Between the Structure and Spectra of Pharmaceutical Compounds 4. Quantitative Analysis on the Basis of Natural Light Absorption 5. Combination of Spectrophotometric Methods with Chromatographic Techniques 6. Spectrophotometric Methods Based on Chemical Reactions 7. Chemical and Spectroscopic Characterization of Derivatization Reactions 8. Difference Spectrophotometry 9. Spectrophotometric Determination of Pharmaceuticals in Various Matrices 10. Spectrophotometric Analysis of Some Important Groups of Drug Compounds.

2011 | 9789381075319 | BSPMP | 391 pp | HB | Rs. 1495.00

PHARMACEUTICAL ANALYSIS- REFERENCE

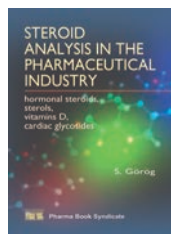


Analytical Procedure Development by Quality by Design

Galla Rajitha, Aaggarapu Susmitha

Contents: 1. Analytical Procedure Development 2. Analytical Quality by Design (AQbD) 3. Design of Experiments (DoE) 4. Implementation of QbD in Analytical Procedure Development 5. AQbD for UV-Visible spectrophotometric method development 6. AQbD for HPLC Method Development 7. AQbD for GC Method Development 8. AQbD for HPTLC Method Development 9. QbD for Bio-analytical Method Development

Rpt 2025 | 9789389354997 | BSPMP | HB | 260 pp | Rs. 795.00



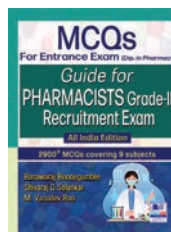
Steroid Analysis in the Pharmaceutical Industry : Hormonal Steroids, Sterols, Vitamins D, Cardiac Glycosides

S. GÖRÖG

Contents: 1. Introduction 2. Methods used in steroid analysis 3. Structural elucidation of steroids 4. Analytical control of the production of steroids 5. Analytical control of steroid formulation 6. Determinations of steroids in biological media

Rpt. 2025 | 9789391910853 | BSPMP | 410 pp | HB | Rs. 1995.00

COMPETITIVE BOOKS

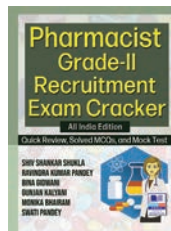


Guide for PHARMACISTS Grade II - Recruitment Exam, All India Edition

Basawaraj Bendegumble, Shivraj D Solankar

Contents: **Unit – 1:** Pharmaceutics **Unit – 2:** Human Anatomy and Physiology **Unit – 3:** Social Pharmacy **Unit – 4:** Pharmaceutical Chemistry **Unit - 5 & 6:** Pharmacology **Unit – 7:** Hospital and Clinical Pharmacy **Unit – 8:** Pharmacognosy **Unit – 9:** Biochemistry and Clinical Pathology **Unit – 10:** Jurisprudence

2025 | 9789348734075 | BSPMP | PB | 268 pp | Rs. 350.00



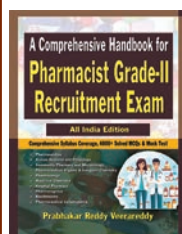
Pharmacist Grade II - Recruitment Exam Cracker, All India Edition

Shiv Shankar Shukla, Ravindra Kumar Pandey

Contents: **Unit – 1:** Pharmaceutics **Unit – 2:** Human Anatomy and Physiology **Unit – 3:** Community Pharmacy and Microbiology **Unit – 4:** Pharmaceutical Organic and Inorganic Chemistry **Unit - 5 & 6:** Pharmacology and Medicinal Chemistry **Unit – 7:** Hospital Pharmacy **Unit – 8:** Pharmacognosy **Unit – 9:** Biochemistry **Unit – 10:** Pharmaceutical Jurisprudence Mock Tests

2025 | 9789348734136 | BSPMP | PB | 482 pp | Rs. 595.00

COMPETITIVE BOOKS



A Comprehensive Handbook for Pharmacist Grade-II Recruitment Exam, All India Edition

NEW

Click Now For More Info!

Prabhakar Reddy Veerareddy

Contents: UNIT – I UNIT – II UNIT – III UNIT – IV UNIT – V UNIT – VI UNIT – VII UNIT – VIII UNIT – IX UNIT – X MCQS MOCK TESTS I MOCK TESTS II MOCK TESTS III MOCK TESTS IV

2025 | 9789348734679 | BSPMP | PB | 1002 pp | Rs. 995.00



MCQ's in Pharmaceutical Chemistry

Click Now For More Info!

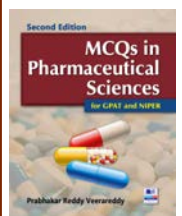
NEW

Rama Rao

Contents: Pharmaceutical Organic Chemistry _ I 1. Classification and Nomenclature of Organic Compounds 2. Alkanes, Alkenes and Alkadienes 3. Alkyl Halides 4. Carbonyl Compounds (Aldehydes and Ketones) 5. Carboxylic Acids

Pharmaceutical Organic Chemistry _ II 6. Benzene and its Derivatives 7. Aromatic Amines 8. Aromatic Carboxylic Acids 9. Aromatic Compounds-Phenol 10. Fats and Oils 11. Polynuclear Hydrocarbons 12. Cycloalkanes
Pharmaceutical Organic Chemistry _ III 13. Stereo Isomerism 14. Geometrical Isomerism 15. Hetero Cyclic Chemistry 16. Synthesis, Reactions and Medicinal Uses of Pyridine, Pyrazole, Imidazole, Oxazole, Thiazole and Isoquinoline Compounds 17. Reaction of Synthetic Importance
Medicinal Chemistry_ I 18. Physico Chemical Properties of Drug Molecule and Drug Metabolism Chapter 1 19. Adrenergic Drugs 20. Cholinergic Drugs 21. Sedatives and Hypnotics 22. Barbiturates 23. Antipsychotic Drugs 24. Antiepileptics 25. General Anesthetics 26. Narcotic Analgesics 27. Nsaids
Medicinal Chemistry_ II 28. Anti Histaminic Agents 29. Anti Cancer Agents 30. Anti Anginal Drugs 31. Diuretics 32. Anti Hypertensive Drugs 33. Anti- Arrhythmic Drugs 34. Anti Hyperlipidemics 35. Coagulants & Anticoagulants 36. Drugs Used In Congestive Heart Failure 37. Drug Acting on Endocrine System Steroids 38. Thyroid and Anti Thyroid Drugs 39. Hypo Glycemic Agents 40. Local Anaesthetics
Medicinal Chemistry_ III 41. Anti Biotics 42. Macrolide and Miscellaneous Antibiotics 43. Prodrugs 44. Anti Malarial Agents 45. Anti Tubercular Drugs 46. Urinary Tract Anti Infective Agents 47. Anti Viral Drugs 48. Anti Fungal Drugs 49. Anti Amoebic Drugs 50. Anti Helmetic Drugs 51. Sulphonamides 52. Drug Design 53. Anti Protozoal Agents

2025 | 9789348734600 | BSPMP | 328 pp | PB | Rs. 495.00



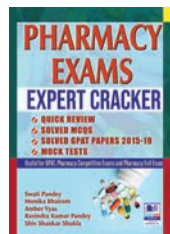
MCQs in Pharmaceutical Sciences, 2nd Ed.

Click Now For More Info!

Prabhakar Reddy Veerareddy

Contents: I. Pharmaceutical Technology II. Pharmaceutical Chemistry III. Pharmacology IV. Pharmacognosy V. Others

Rpt. 2022 | 9789388305877 | BSPMP | 422 pp | PB | Rs. 495.00



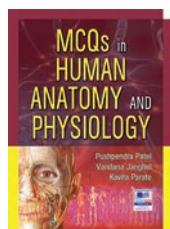
Pharmacy Exams – Expert Cracker *Quick Review *Solved MCQs *Solved GPAT Papers 2015-19 *Mock Tests

Click Now For More Info!

Swati Pandey, Monika Bhairam, Amber Vyas, Ravindra Kumar Pandey and Shiv Shankar Shukla

Contents: 1. Pharmaceutics 2. Pharmacology and Pharmaceutical Chemistry 3. Pharmacognosy 4. Pharmaceutical Jurisprudence 5. Microbiology 6. Biochemistry

2022 | 9789391910617 | BSPMP | 406 pp | PB | Rs. 695.00



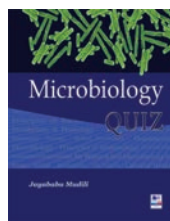
MCQs in Human Anatomy and Physiology

Click Now For More Info!

Pushpendra Patel, Vandana Janghel and Kavita Parate

Contents: 1. Introduction to Human Body, Cellular Levels of Structural Organization, Tissue Level of Organization 2. Integumentary System, Skeletal System, Joints 3. Nervous System, Central Nervous System 4. Peripheral Nervous System, Special Senses 5. Endocrine System 6. Body Fluids and Blood, Lymphatic System 7. Cardiovascular System 8. Digestive System 9. Respiratory System and Urinary System 10. Reproductive System and Introduction to Genetics

2023 | 9789395039734 | BSPMP | 594 pp | PB | Rs. 695.00



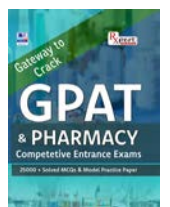
Microbiology Quiz (A Handbook for Competitive Exam)

Click Now For More Info!

Jayababu Mudili

Contents: 1. Stimulation Towards Competitive Entrance Examinations 2. Origin and Scope of Microbiology 3. The Cell 4. Methods in Microbiology 5. The Microorganisms 6. Principles of Bacterial Classification 7. Microbial Metabolism and Physiology 8. Microbial Genetics and Genetic Engineering 9. Virology 10. Medical Microbiology 11. Pharmaceutical Microbiology 12. Principles of Immunology 13. Food Microbiology 14. Fermentation Biotechnology 15. Air, Water and Soil Microbiology 16. Ecology 17. Botany 18. Zoology 19. Biochemistry 20. Life Sciences 21. Current Trends in Modern Microbiology

Rpt. 2023 | 9788191019292 | BSPMP | 288 pp | PB | Rs. 550.00



Gateway to CRACK GPAT & Pharmacy Competitive Entrance Exams

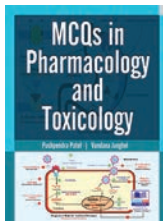
Click Now For More Info!

Neelesh Malviya

Contents: 1. Pharmaceutics 2. Pharmaceutical Chemistry and Pharmacology 3A. Pharmacognosy and Phytochemistry 3B. Biotechnology and Microbiology

2022 | 9789391910860 | BSPMP | 700 pp | PB | Rs. 895.00

COMPETITIVE BOOKS



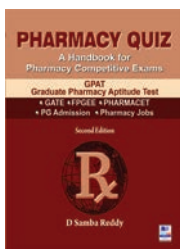
MCQs in Pharmacology and Toxicology

Click NOW
For More Info!

Pushpendra Patel, Vandana Janghel and Kavita Parate

Contents: 1. Introduction to General Pharmacology
2. Drugs Acting on Autonomic Nervous System
3. Autacoids and Related Drugs 4. Respiratory System Drugs – Drugs for Cough and Asthma 5. Hormones and Related Drugs 6. Drugs Acting on Peripheral –Muscle Relaxant and Local Anaesthetics 7. Drugs Acting on Central Nervous System 8. Drugs Acting on Cardiovascular System 9. Drugs Acting on Kidney 10. Drugs Acting on Blood and Blood Formation 11. Drugs Acting on Gastrointestinal Tracts 12. Antimicrobial Drugs for Infection and Infectious Disease 13. Anticancer Drugs – Basic Introduction with Classifications and Mechanism

2023 | 9789395039802 | BSPMP | 304 pp | PB | Rs. 395.00



PHARMACY QUIZ A Handbook for Pharmacy Competitive Exams

GPAT: Graduate Pharmacy Aptitude Test
GATE · FPGEE · PHARMACET · PG Admission
· Pharmacy Jobs, 2nd Ed.

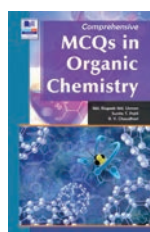
Click NOW
For More Info!

D. Samba Reddy

Best Seller

Contents: 1. Pharmacology and Toxicology, 2. Pharmacognosy and Natural Products, 3. Medicinal and Pharmaceutical Chemistry, 4. Pharmaceutics and Pharmaceutical Technology, 5. Pharmacy Law and Regulations, 6. Biochemistry and Clinical Investigation, 7. Physiology and Pathology, 8. Dispensing and Clinical Pharmacy, 9. Microbiology and Public Health, 10. GPAT Model Papers and Books

2012 | 9789381075678 | BSPMP | 1111 pp | PB | Rs. 925.00



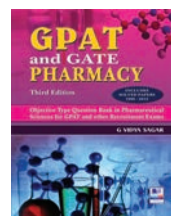
Comprehensive MCQs in Organic Chemistry

Click NOW
For More Info!

Md. Rageeb Md. Usman and Sunila T. Patil

Contents: 1. Atoms, Molecules and Chemical Bonding
2. Molecular Structure and Shapes of Organic Molecules
3. Organic Compounds 4. Conformation and Strain in Molecules
5. Conjugation and Aromaticity 6. Acids and Bases 7. Organic Reactions and Concept of Mechanism 8. Nucleophilic Addition Reactions
9. Nucleophilic Substitution Reactions 10. Reactions of Carbonyl Compound
11. Haloalkanes 12. Alcohols, Ethers, Thiols, Sulfides and Amines
13. Alkenes and Alkynes 14. Electrophilic Aromatic Substitution
15. Polycyclic and Heterocyclic Aromatic Compounds 16. Pericyclic Reactions 17. Rearrangement Reactions 18. Organic Synthesis
19. Chemistry of Biomolecules 20. Structural Determination of Organic Compounds 21. Stereochemistry

Rpt. 2023 | 9789387593763 | BSPMP | 174 pp | PB | Rs. 195.00



GPAT and Gate Pharmacy, 3rd Ed.

Click NOW
For More Info!

G. Vidya Sagar

Contents: 1. Pharmaceutics and Pharmaceutical Technology, 2. Pharmaceutical Medicinal Chemistry, 3. Pharmacology and Bio-Assay, 4. Pharmaceutical Analysis and Quality, 5. Pharmacognosy and Phytochemistry, 6. Bio-chemistry and Clinical Pharmacy, 7. Forensic Pharmacy, 8. Pharmaceutical Microbiology and Biotechnology, 9. GPAT and GATE Pharmacy: Solved Papers.

Rpt. 2018 | 9789383635801 | BSPMP | 1607 pp | PB | Rs. 1195.00

COMING SOON

Audit and Regulatory Compliance

Swati Talele

ORDER / RECOMMENDATION FORM

| ISBN | Author | Title | Bound | Price | Qty |
|---------------|-----------------|---|-------|---------|-----|
| 9789395038621 | Adikay Sreedevi | Instrumentation and Applications of Hyphenated Techniques | PB | 225.00 | |
| 9780367756062 | Agalloco James | Handbook of Validation of Pharmaceutical Processes, 4th Ed. | HB | 5295.00 | |
| 9788188449194 | Anjaneyulu Y. | A Textbook of Analytical Chemistry | PB | 895.00 | |
| 9788188449804 | Anjaneyulu Y. | Quality Assurance and Quality Management in Pharmaceutical Industry | PB | 495.00 | |
| 9789388305822 | Anjaneyulu Y. | Environmental Impact Assessment Methodologies, 3rd Ed. | PB | 750.00 | |

ORDER / RECOMMENDATION FORM

| ISBN | Author | Title | Bound | Price | Qty |
|---------------|-----------------------|--|-------|----------|-----|
| 9789352301386 | Anji Reddy | Environmental Impact Assessment: Theory and Practice | PB | 895.00 | |
| 9789389354089 | Badwaik Hemant R. | Introduction to Pharmaceutical Analysis | PB | 395.00 | |
| 9788188449330 | Bansal Kompal | IPR Handbook for Pharma Students and Researchers | PB | 395.00 | |
| 9789352301393 | Bari B. Sanjay | Theory and Practice of Chromatography Techniques | PB | 295.00 | |
| 9789348734075 | Basawaraj | Guide for PHARMACISTS Grade II - Recruitment Exam, All India Edition | PB | 350.00 | |
| 9788196146740 | Bayya Subba Rao | Intellectual Property Rights in Pharmaceutical Industry: Theory and Practice, 3rd Ed. | PB | 895.00 | |
| 9780415996358 | Beckford | Quality, A Critical Introduction, 3rd Ed. | PB | 795.00 | |
| 9789370603984 | Bertholf L. Roger | Chromatographic Methods in Clinical Chemistry and Toxicology | PB | 3995.00 | |
| 9788196146702 | Bhangale Vijay | Pharmaceutical Marketing 4.0 – Indian Context | HB | 895.00 | |
| 9788178002569 | Bhusari et al. | Pharmaceutical Quality Assurance and Management | HB | 795.00 | |
| 9788126577576 | Bliesner David M. | Establishing A CGMP Laboratory Audit System: A Practical Guide | HB | 3995.00 | |
| 1574911023 | Blaisdell | 21st Century Pharmaceutical Development, | HB | 3995.00 | |
| 9789381075920 | Braun | Introduction to Instrumental Analysis, 2nd Ed. | PB | 1195.00 | |
| 9789395039062 | Birajdar S. Arunadevi | Basic Principles of Chromatography & HPLC | PB | 225.00 | |
| 9789395039888 | Chawla Pooja | Modern Pharmaceutical Analytical Techniques | PB | 325.00 | |
| 9789389354362 | Chowdary KPR | A Textbook of Pharmaceutical Quality Assurance | PB | * 395.00 | |
| 9789395039703 | Dadwal Ankita | Quality Assurance | PB | 250.00 | |
| 9789352301737 | Desai Nilesh et al. | Introduction to Quality by Design for Pharmaceuticals | PB | 275.00 | |
| 9781587160356 | Gettman David A. | Pharmacoethics: A Problem - Based Approach | PB | 1295.00 | |
| 9789381269626 | Görög S. | Identification and Determination of Impurities in Drugs | HB | 2495.00 | |
| 9789391910853 | Görög S. | Steroid Analysis in the Pharmaceutical Industry | HB | 1995.00 | |
| 9789381075319 | Görög S. | Ultraviolet-Visible Spectrophotometry in Pharmaceutical Analysis | HB | 1495.00 | |
| 9789352300921 | Kiran D.R. | Total Quality Management – An Integrated Approach | PB | 795.00 | |
| 9789381075999 | Kokate C.K. | Textbook of Forensic Pharmacy, 2nd Ed. | PB | 350.00 | |
| 9789395039710 | Kumar Bhavna | Pharmaceutical Marketing Management | PB | 295.00 | |
| 9781574448764 | Levin Michael | Pharmaceutical Process Scale-upRs. | HB | 2995.00 | |
| 9780801983979 | Liptak | Analytical Instrumentation | HB | 1795.00 | |
| 9789391910860 | Malviya Neelesh | Gateway to Crack GPAT & PHARMACY Competitive Entrance Exams | PB | 895.00 | |
| 9789391910129 | Mandal Vivekananda | Fundamentals of Patents and Patenting | PB | 350.00 | |
| 9780853695981 | Martin Stephens | Strategic Medicines Management | HB | 2395.00 | |
| 9788188449040 | Moorthy C.K. | Principles and Practices of Contamination Control and Cleanrooms | HB | 995.00 | |
| 9789352301362 | Murali Krishna I.V. | Environmental Management: A Primer for Industries | PB | 495.00 | |
| 9789391910877 | Nalini CN | Instrumental Methods of Analysis | PB | 375.00 | |
| 9788197252075 | Nalini CN | Pharmaceutical Analysis | PB | 695.00 | |

Visit our website: www.bspbooks.net / www.bspublications.net

ORDER / RECOMMENDATION FORM

| ISBN | Author | Title | Bound | Price | Qty |
|---------------|-----------------------------|---|-------|-----------|-----|
| 9780824740825 | Niessen | Liquid Chromatography-Mass Spectrometry, 3rd Ed. | PB | 1295.00 | |
| 9788196146757 | Pandey Arun Kumar | Regulatory Aspects of Pharmaceutical Quality System – Brief Introduction | PB | 350.00 | |
| 9789391910617 | Pandey Swati | Pharmacy Exams – Expert Cracker *Quick Review *Solved MCQs *Solved GPAT Papers 2015-19 *Mock Tests | PB | 695.00 | |
| 9789387593800 | Patil Trupti | GMP in Pharmaceutical Industry Global cGMP & Regulatory Expectation | PB | 395.00 | |
| 9789390211524 | Patil Trupti | Good Laboratory Practices and Compliance Monitoring | HB | 1495.00 | |
| 9789395039734 | Patel Pushpendra | MCQs in Human Anatomy and Physiology | PB | 695.00 | |
| 9789395039802 | Patel Pushpendra | MCQs in Pharmacology and Toxicology | PB | 395.00 | |
| 9788178003030 | Potdar | Pharmaceutical Plant Administration | PB | 395.00 | |
| 9788178003283 | Potdar | Pharmaceutical Facilities: Design, Layouts and Validation, 2nd Ed. | HB | 1295.00 | |
| 9789387593060 | Potdar | cGMP Current Good Manufacturing Practices, 2nd Ed. | PB | 895.00 | |
| 9789352301423 | Potdar | Concepts of Quality Management in Pharmaceutical Industry | PB | 425.00 | |
| 9789387593763 | Rageeb MD | Comprehensive MCQs in Organic Chemistry | PB | 195.00 | |
| 9789389354973 | Raja Sekhar Mamillapalli | Occupational Health and Hygiene in Industries | HB | 895.00 | |
| 9789389354997 | Rajitha Galla | Analytical Procedure Development by Quality by Design | HB | 795.00 | |
| 9789348734600 | Rao Rama | MCQ's in Pharmaceutical Chemistry | PB | 495.00 | |
| 9789349562974 | Ray Subrata | A Handbook of Pharmaceutical Sales | PB | 595.00 | |
| 9789395039871 | Reddy Venkat V. | Handbook of Materials Management in Healthcare Industry | PB | 1495.00 | |
| 9788197765629 | Reddy Prabhakar | Pharmaceutical Marketing Management | PB | 350.00 | |
| 9789388305877 | Reddy Prabhakar | MCQs in Pharmaceutical Sciences for GPAT and NIPER | PB | 495.00 | |
| 9789348734679 | Reddy Prabhakar | A Comprehensive Handbook for Pharmacist Grade-II Recruitment Exam, All India Edition | PB | 995.00 | |
| 9789381075678 | Reddy Samba | Pharmacy Quiz: GPAT-Graduate Pharmacy Aptitude Test | PB | 925.00 | |
| 9780367200770 | Ross Joel E. | Total Quality Management Text, Cases & Readings 3rd Ed. | PB | 1495.00 | |
| 9789389974935 | Sarkar DK | Fundamentals of Analytical Chemistry | PB | 895.00 | |
| 9789370607408 | Sarker K. Dipak | Quality Systems and Controls for Pharmaceuticals | PB | 3995.00 | |
| 9789395038737 | Sarma A.M. | Safety and Health in Industry, A Handbook, 3rd Ed. | HB | 2495.00 | |
| 9789348734266 | Sarma A M | Occupational Hazards Safety and Environmental Studies | PB | 275.00 | |
| 9780849352676 | Schirmer Roger E. | Modern Methods of Pharmaceutical Analysis, 2 Vol. Set, 2nd Ed. | HB | 4995.00 | |
| 9789383635764 | Singh Dahiya Randhir et al. | Pharmaceutical Analysis: A Practical Manual | PB | 395.00 | |
| 9788126577590 | Singh Manmohan | Development of Vaccines: From Discovery to Clinical Testing | HB | * 5995.00 | |
| 9789389354065 | Singla Neelam | Practical Manual of Analytical Chemistry, 2nd Ed. | PB | 195.00 | |
| 9781574445701 | Singer Donald et al. | Laboratory Auditing for Quality and Regulatory Compliance | HB | 3995.00 | |
| 9789352301720 | Smarta Raja B. | Strategic Pharmaceutical Marketing, 2nd Ed. | PB | 395.000 | |
| 8188449261 | Subba Rao Chaganti | Compete or Forfeit! Competitive Strategies for Pharmaceutical Industry | HB | 695.00 | |

ORDER / RECOMMENDATION FORM

| ISBN | Author | Title | Bound | Price | Qty |
|---------------|-----------------------|--|-------|---------|-----|
| 9789390211579 | Subba Rao Chaganti | Cracking the Generics Code <i>Your Single-Source Success Manual for Winning in Multi-Source Product Markets!</i> | HB | 1995.00 | |
| 9789387593855 | Subba Rao Chaganti | Pharmaceutical Marketing in India : For Today and Tomorrow, 25th Anniversary Ed. | PB | 795.00 | |
| 9789388305389 | Subba Rao Chaganti | Pharmaceutical Marketing in India : For Today and Tomorrow, 25th Anniversary Ed. | HB * | 1995.00 | |
| 9789389354478 | Subba Rao Chaganti | Digital Pharma Marketing Playbook | HB | 2495.00 | |
| 9789388305440 | Subba Rao Chaganti | Bullseyes and Blunders: Lessons from 100 Cases in Pharmaceutical Marketing | HB | 2295.00 | |
| 9789395039420 | Subba Rao Chaganti | Reimagine Pharma Marketing: Make it Future-Proof! | HB | 2495.00 | |
| 9789395039550 | Subba Rao Chaganti | Brand Positioning in Pharma | HB | 1095.00 | |
| 9789348734761 | Subba Rao Chaganti | Sentiment Analysis for Pharma Marketers | PB | 225.00 | |
| 9789348734686 | Subba Rao Chaganti | The Pharma Product Manager: Handbook for Navigating the Digital Frontier | HB | 1795.00 | |
| 9788197852237 | Subba Rao Chaganti | The Synergy of Minds: Human+AI Orchestrating the Pharma Marketing Revolution | HB | 2295.00 | |
| 9788198129314 | Subba Rao Chaganti | Design Thinking for Pharma: Forget Features, Focus on Feelings | PB | 495.00 | |
| 9788196146894 | Subba Rao Chaganti | A to Z of Pharmaceutical Marketing: World's First and Only Encyclopedia, Set of 2 volumes | HB | 2495.00 | |
| 9788196147006 | Subba Rao Chaganti | Transactional to Transformational Marketing in Pharma | HB | 1295.00 | |
| 9789349562424 | Subba Rao Chaganti | Whispering to AI: Prompt Engineering for Pharma Brand Managers | PB | 350.00 | |
| 9789349562073 | Subba Rao Chaganti | Storytelling in Pharma Marketing | PB | 595.00 | |
| 9789349562745 | Srinivasa P. Chaganti | The Electronic Health Record Revolution: Unlocking Healthcare's Digital Potential | PB | 495.00 | |
| 9788196147037 | Tiwari Pawan | Instrumental Methods of Analysis | PB | 325.00 | |
| 9788197852206 | Tiwari Pawan | Modern Pharmaceutical Analytical Techniques | PB | 550.00 | |
| 9780857110183 | Tootelian H Dennis | Essentials of Pharmacy Management | PB | 3495.00 | |
| 9788178002217 | Trivedy R. K. | Handbook of Environmental Laws, Acts, Guidelines, Compliances and Standards, 3rd Ed. 2 Vol Set | HB | 5995.00 | |
| 9789395039659 | Veinramuthu Sankar | Regulatory Affairs: Basic Protocols | PB | 495.00 | |
| 9788178002552 | Vidya Sagar | Pharmacy Administration | PB | 450.00 | |
| 9789383635962 | Vidya Sagar | Pharmaceutical Industrial Management, 2nd Ed. | PB | 795.00 | |
| 9788188449736 | Vidya Sagar | Instrumental Methods of Drug Analysis | PB | 850.00 | |
| 9788188449675 | Vidya Sagar | Basics of Drug Analysis | PB | 795.00 | |
| 9789383635801 | Vidya Sagar | GPAT and Gate Pharmacy 3rd Ed. | PB | 1195.00 | |
| 9788126577606 | Wang Wei | Biological Drug Products: Development and Strategies | HB * | 6995.00 | |
| 9780367411374 | Weinberg Sandy | Good Laboratory Practice Regulations, 4th Ed. | HB | 3495.00 | |
| 9789370602137 | Weinberg Sandy | Guidebook for Drug Regulatory Submissions | HB | 4995.00 | |
| 9780853696896 | Wingfield Joy | Pharmacy Ethics & Decision Making | PB | 3095.00 | |

Visit our website: www.bspbooks.net / www.bspublications.net

ORDER / RECOMMENDATION FORM

| ISBN | Author | Title | Bound | Price | Qty |
|---------------|-------------|---------------------------------------|-------|---------|-----|
| 9780367022808 | Wingate Guy | Validating Corporate Computer Systems | HB * | 4995.00 | |

Order / Recommended by _____ Department _____

College Stamp _____ Date: _____

Invitation to Authors



PharmaMed Press (An Imprint of BSP Books Pvt. Ltd.)

Invites manuscripts from prospective authors to write books in the area of New emerging topics in Pharmaceutical Sciences & Technology, Pharma Manufacturing Technology, Diagnostic & Medical Devices, Regulatory Affairs and other emerging areas.

Also, BSP Books invites Books tailored specifically to a syllabus of recognised course of study at colleges and universities level. Authors may write to us with their background, brief description about the book with tentative table of contents synopsis and time frame for completion of the book by e-mail to nikunjesh.shah@bspbooks.net

Contact Our Nearest Representative for Assistance

EAST ZONE

KRISHNA PATRO

Sales Executive

(M) 09861760260

orissa@bspbooks.net

westbengal@bspbooks.net

WEST ZONE

SUDARSHAN. S. HIREKERUR

Sales Executive

(M) 9177020702

(M) 7276725646

marketing@bspbooks.net

maharashtra@bspbooks.net

NORTH ZONE

AVADESH KUMAR TIWARI

Territory Sales Manager

(M) 09415810938

up@bspbooks.net

uttarakhand@bspbooks.net

punjab@bspbooks.net

MUKESH MISHRA

Sales Executive

(M) 08447903557

delhi@bspbooks.net

SOUTH ZONE

M. KUMARESAN

Senior Sales Executive

(M) 09003235204

south@bspbooks.net

Please send your orders / enquiries



BSP Books Pvt. Ltd.

Imprints



BS Publications



PharmaMed Press

4-4-309 & 316, Giriraj Lane, Sultan Bazar,
Koti, Hyderabad - 500 001.

info@bspbooks.net

[040-23445688](tel:040-23445688)

www.bspbooks.net

Head Office

NIKUNJESH A. SHAH

Channel Manager - Marketing and Sales

08374105220

nikunjesh.shah@bspbooks.net



Student friendly
books written as
per PCI syllabus
by distinguished
authors

Digital
Products
Offering



Buy our eBooks on
our App "BSP Books"

GET IT ON
Google Play

To Download App
Scan QR Code



Purchase books
online on our
official website



www.booksonweb.in

