

Features of pharmaceutical company marketing innovations

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Research Methodology. With the help of dialectical method of scientific knowledge, economic methods and systematic approach the features of innovations marketing of pharmaceutical company were investigated.

Results. The basic theoretical aspects of the development of marketing innovative strategy were investigated. The features of innovations marketing of pharmaceutical company were analyzed.

Novelty. The features of innovations marketing of pharmaceutical industry, basic formation and development of marketing innovative strategy that affects the adoption of innovative marketing decisions were disclosed.

Practical Significance. On the basis of the study of the features of pharmaceutical company innovations marketing, the marketing innovation strategy - product strategy of Ltd. “Pharma Start” was improved, the issue of new drugs for gastrointestinal “Hastydol” was offered.