Preface

The word brand comes from the Old Norse brandr, meaning "to bum", and it was by this means that early man stamped ownership on his livestock. With the development of trade, buyers would use brands as a means of distinguishing between the cattle of one farmer and another, and brands quickly became associated with quality and reliability. Thus, brand provided buyers with a guide to choice, a role that has remained unchanged to the present day. The widespread use of brands, however, is essentially a phenomenon of the late 19th and 20th centuries. Indeed, many of today's best-known brands date from that period. Singer sewing machines, Coca-Cola soft drinks, Nokia Phones, Sunlight soap, Kodak film are just a few successful examples.

Despite several references to brands and its success, marketing literature fails to define brand success and failure in general. Very negligible amount of work is done in this area especially in the Indian context where there is absolute scarcity of theory on Indian Brands. In view of the widespread acceptance nowadays of brands as valuable strategic assets, it seems strange that little evidence exists about the Pharmaceutical Brands and its success. The Brand Success definition by Moorthy, YLR (2000) “the ability to retain reasonable market share despite market definition” is also found true in the case of Pharmaceutical Brands.

This study examines the Pharmaceutical Brand Success and benchmarks of success for Pharmaceutical Brands in Seven Therapeutic categories. To find out this about 1000 experts have been contacted (three stages) and finally
tested a specific hypothesis on the success or failure of each of the brands in these seven therapeutic categories. Then, concluded with reasons for the success or failure of the above brands apart from generalizing some of the findings.

An attempt has been made to find out the impact of E-Commerce on the Pharmaceutical products success in the 21\textsuperscript{st} Century.