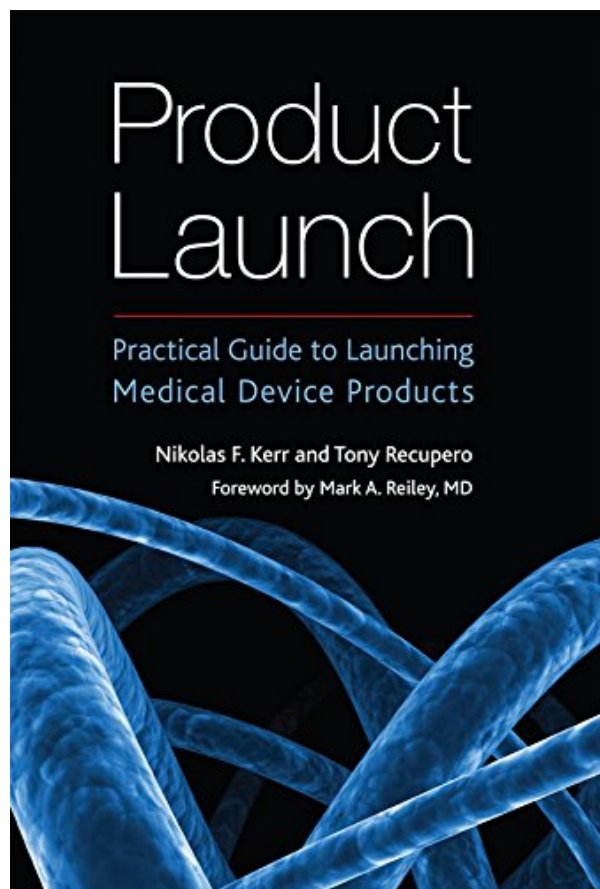
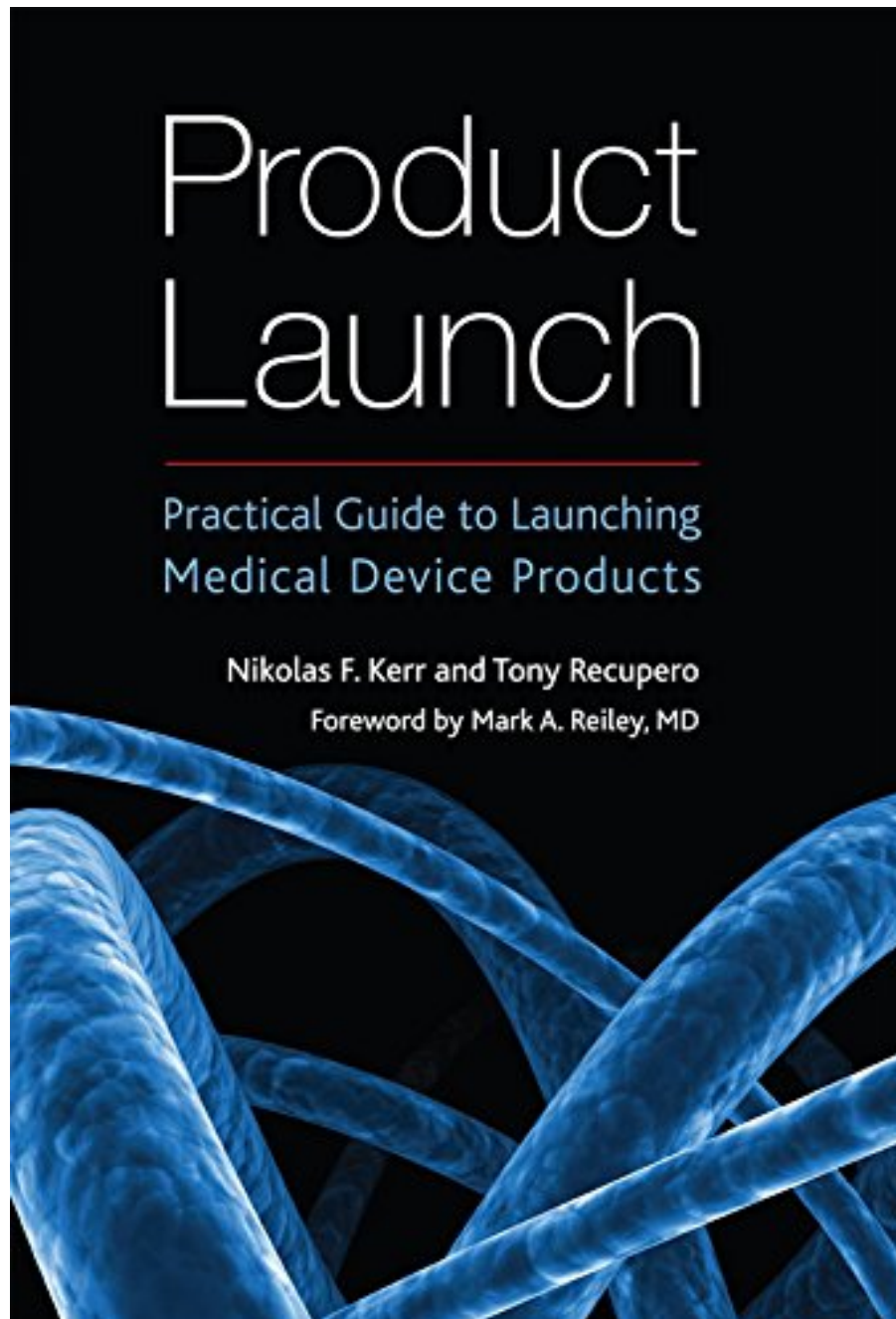


# **PRODUCT LAUNCH: PRACTICAL GUIDE TO LAUNCHING MEDICAL DEVICE PRODUCTS BY NIKOLAS F. KERR, TONY RECUPERO**



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## Review

"This book presents a clear and practical guide to transforming lackluster product releases into powerful product launches that will drive sales results. The case studies and example marketing pieces make the insights immediately actionable for anyone planning to bring a medical device to market in this evolving health care environment."

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"Distilling experience into a product launch recipe this accurate is more than a book...It's a job promotion for those who use it."

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About the Author

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If a new medical device is to succeed, it must deliver both superior clinical outcomes and economic advantage. A new device must be better for the patient and the physician-and its proven clinical benefits must translate into financial savings for the hospital and the healthcare system. This book, by seasoned veterans of many successful product launches, helps marketing professionals master the eight simple, proven steps that will guarantee a world-class product launch.

- Sales Rank: #315966 in eBooks
- Published on: 2015-01-29
- Released on: 2015-01-29
- Format: Kindle eBook

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0 of 0 people found the following review helpful.

##### Helpful Literature

By Matt Donald

Being fresh to the medical device salesworld and its competitive nature, this book provided key insight for myself on the power of marketing and how every aspect of launching a device must be used to its fullest advantage with feedback from every level of the company. These two experienced authors were able to provide real-life examples of what to do and what not to do when launching a product. I would recommend this for anyone looking for a practical, clear and concise guide to expand their horizon when it comes to promoting a medical device(s) or any product for that matter!

0 of 0 people found the following review helpful.

I really like how the authors packed in so much valuable information ...

By daniela tank

I really like how the authors packed in so much valuable information in under 80 pages. Very refreshing! I'm tired of reading other business books that drag on as if they are trying to hit a target page # set by the publisher. The book also reads very fast with many practical examples that can quickly be adopted to boost the success of a product launch. Having launched and participated in many product launches myself, I highly

recommend this book for folks involved in medical device product launches. A fun, easy and practical read!

0 of 0 people found the following review helpful.

Must have for anyone launching a medical device

By Tim Lew

Great book! Incredible amount of useful and compact information about launching a medical device. It comes from two people who have done it and understand the needs from the sales and marketing perspective.

I'm in the midst of launching a product and this book lays out a direct pathway and checklist. I recommend this book for anyone in the medical device space or anyone planning on launching a medical product.

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