



The Self Monitoring Blood Glucose in The Moroccan Market

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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | This present study is proposed to investigate the Self Monitoring Blood Glucose (SMBG) Market by Studying the case of launching One Touch Select a glucose meter in Morocco. by exploring the point of view of the main stakeholders: Endocrinologists, Pharmacists & Patients . In late 2010, the researcher have been recruited as a Product Manager and responsible of Launching a new "affordable" meter: One Touch Select. The research therefore will help to decide whether the product is suitable to the Moroccan Market or the researcher have to find another substitution. The main Objectives of the research is to conduct a critical review of the relevant literature related to launch a new product in healthcare sector and to identify the best practices for a SMBG should follow to integrate a developing country such Morocco. | Format: Paperback | Language/Sprache: english | 118 gr | 220x150x4 mm | 76 pp.



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