



Implications of the ageing population on the pharmaceutical and the tourism industry from a marketing point of view

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GRIN Verlag Mrz 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 84% - A, University of Sunderland, course: Marketing Strategy, language: English, abstract: Due to the world's demographic development towards an increasing aging population, various richer economies experience major changes influencing the specific industries. This report will illustrate the implications of these changes, with particular reference to the population over the age of 65, on the pharmaceutical and the tourism industry from a marketing point of view. Examples will be drawn from the US, the UK, Germany and Japan as they are highly affected by the changing demographics. The main purpose of the report is among others to outline significant impacts on the micro and macro environment, relating to the mentioned industries. Furthermore, the implications on the particular marketing strategies will be evaluated in order to solve potential problems with their implementation. Finally, recommendations will be given on how to overcome these problems and difficulties. 28 pp. Englisch.



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