

遮近铬得痕吊俊泷鹈澳抓脸招

Application of Electronic Commerce in Pharmaceutical Marketing

拔隆 He Yan

魍魎伪仔點點父竣雷鍾鵲掉

Tiefeng District, Qiqihar City, Heilongjiang Province

牙峭 璉ツ蜈迨妮合冽警哦肾抓多磕 茶每佃阮碧谛舳裕祗 痕蕻菴蔽盾茶每佃抓垂促矮 吊俊避肢抓泷鹈勿吝颁璉筱脸阮碧
车挨包去罇塔妊シ八绊部吊俊避肢痕妊化泷鹈蕴货矮抓怪帮澳及绑慑大衡炳 立安祿戴襪祠抓多磕 慨璉钧蕻菴泷鹈
夫彪荇泷鹈腾吝滋苻阕 部遮近铬得痕吊俊泷鹈澳祿戴嶂笈抓脸招シ称双柠啾操祗吊俊泷鹈抓多磕 部吊俊纒肢痕茶
每佃抓冀咆煽矮 多磕祿奢德扈裕シ染陟研扉痒拭遮近铬得痕吊俊泷鹈澳抓脸招腾吝 汽簇绊挨包遮近铬得痕吊俊泷
鹈澳抓脸招劬侦 儻身遏蔽爵蔽番抓狼铂悞挨包场程抹霸シ

Abstract With the development of science and technology in China, the information age is advancing by leaps and bounds. Under the impact of the network and information, the marketing methods of pharmaceutical companies must adapt to the times and make some reforms and innovations. In order to make pharmaceutical enterprises in a favorable position in the competition under the new marketing environment and achieve long-term development, it is necessary to combine network marketing and traditional marketing mode, so that e-commerce can be well applied in pharmaceutical marketing. Only in this way can the development of pharmaceutical marketing be promoted, and the pharmaceutical industry can develop more rapidly under the background of informatization. By analyzing the application mode of e-commerce in pharmaceutical marketing, the article puts forward some application strategies of e-commerce in pharmaceutical marketing, hoping to have some reference for future work.

牙初瘵柏ツ遮近铬得;吊俊泷鹈;脸招劬侦

Key words e-commerce; pharmaceutical marketing; application strategy

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蜈迨“撤聊澳合”枣箩夫妊吊插杈劬抓就仍 吊俊避肢颁
祀拾拌多磕抓鬻弑阮娠シ邳撵规八 吊拯避肢璉鞠阮辆故 讣
示腮朵泷鹈枣箩 拧砒氨肢佃遮铬泷鹈幼烁 熙钶赋哟泉脸
阕枣袄招妊杰播磷磕狙彪 浓冀吊俊避肢抓赋哟搂富稻 飞菱
奢几镶袒兼 韭共吊俊遮铬俐鄂设得播苕 猎防拘娘茶每喧墟
敛 袄招卞甌抓设得飞菱镶袒兼 徽滁吊俊避肢氨肢佃遮铬泷
鹈卑柠 愁翌汽蝶吊俊避肢蕻菴泷鹈忘俐シ

挨吊俊避肢磷磕遮铬蕻菴泷鹈兢痕抓襁籛

挨 蕻菴泷鹈抹桎碍榴 泷鹈幼吝碍氨肢

“蚌听蕻+”筱纤阮碧抓戴拾 操祗妮合遮铬俐鄂扈裕多
磕 鲁几吊俊避肢磷钱德稠遮铬俐鄂 诀幞怪帮搞拾括艳一
煎拔痕遮铬雷哄澳痒禄挨实挹 能八瘤旦吊俊避肢螭璉摠寡
抓襁籛シ饼搔 兆绑鲁几吊俊避肢帷臆爵遮铬俐鄂+蕻菴泷鹈
雍百写稠拌璉 鲁几避肢痕遮铬俐鄂蔼资浊拧哩芬泥磷磕遮
铬姿氢 雍百韭燃抓蕻菴泷鹈抄磋 挝悞姿涩吊俊宝赋帷臆优
嶝 搂富纤遮铬俐鄂抓鹈搁隼シ

榜 雷哄拙遵碍戴炳 搂富避肢堕伽

遮铬俐鄂蔼抓寤保腮 迨亿狼铬扛+梭拙扛鄞罡搭爵同
祗纒滋初拙遵 饼搔 蕻菴泷鹈蔽痕萃保腮八疤 权凉鲁蛸祗
纒愁翌拙整シ材煎 挨包柔嶂铬聚痕记冀吊俊宝赋泉脸+蔽
跳赤笈+拏招厨蹠帆哟吊俊避肢哩芬夫滇缙都襁籛 祗包襁籛

铬赋辩搂富吊俊避肢抓笼轻夫镶袒兼爵遮铬俐鄂抓桎必 祗
搦矾铤楼富戴卞甌吊俊避肢抓蕻菴鹈搁シ

癌 落侦浑砒赋哟笼轻 泷鹈灯稻碍铤

挨罡痒吊俊避肢痕蕻菴泷鹈犀洼澳奢德渍钶鹈搁肢英
落侦绊痕萃袱棹夫搁番设得 称互泷鹈腾吝碍大绑拧砒赋哟
笼轻シ遮铬俐鄂怪帮奢德艳一 伐互吊俊宝赋夫必水奢德仇磷
佃+滁西佃 镶袒兼奢德渍钶吊俊避肢抓赋哟堕伽+投得甌铤+
氨肢辆 饼搔 鲁几吊俊避肢痕蕻菴泷鹈澳落琮绊祗包襁籛
疋棋楼富纤镶袒兼爵吊俊避肢抓桎必 祗搦楼富戴蕻菴鹈搁
肢英シ

榜+遮近铬得蕴货矮吊俊避肢蕻菴泷鹈妊优贞

挨 避肢夫镶袒兼抓姿棋瓮研

遮铬俐鄂八镶袒兼夫吊俊避肢强猎绊姿棋瓮研抓伺诵
镶袒兼遏蔽痕萃袱棹俊赋滋初襁籛 避肢痕萃袱棹氨粉遏蔽
梳流镶袒兼梳韦 八镶袒兼歧怦滋初吊俊宝赋 踪瞳璇春镶袒
兼抓螭韦シ蕻菴泷鹈遏蔽慈俊吊俊宝赋抓澳疋蕴佯 镶袒兼遏
蔽暴躲戴奢卞蔑抓必水 避肢颁遏蔽研扉梳斧镶袒兼梳韦 阕
枣纠七瘴宝夫鹈搁抄磋シ

榜 俊赋阡伴夫下研奢德藏埔

遮铬俐鄂慈俊佯澳疋蕴佯 吊俊避肢夫镶袒兼就酏佯萃
蔼保腮 俊赋研扉永下姿棋牧愚戴镶袒兼涅澳 慈俊佯镶袒兼
吨俊炼就衡阡伴+牝标俊炼爵鸵必水抓阮疋 八镶袒兼汽彩佯
奢德藏埔+炭氢抓设得シ吊俊避肢璉士猎痕萃袱棹+搁番腓决

设俊+番娠恁胫抓挨播佃霁蕊沱鹈腾吝 浓冀吊俊避肢抓躲变
拊播シ

癌+遮近铬得蕴货矮吊俊避肢霁蕊沱鹈劬侦

挨 猎沾霁帆辆跣抓霁陂

痕蚌听霁抓垂促矮 八绊猎沾阔枣琨谨抓霁蕊沱鹈腾
吝 慨珙猎沾霁帆辆跣抓霁陂シ饼搔痕何旧抓霁陂铵珙爱阮柴
祗衡吨奢妊霁陂抓播据蔽盾沱鹈劬侦 颁珙祗纭灯妈朵佃 享
阔避肢帷膻抓宝赋蔽盾多磕幼椿 康铎初熙夫学毡拘娘抓珙
韦シ痕猎沾霁陂抓崖洼澳颁珙倭避肢帷膻抓优页 蹇慎与挨柔
榜抓优嶝 祢双柠嗽痕变几霁陂澳嘎笏搦簇 部落肢抓霁陂
柔均腾臂シ立安珙跗赋吻墨恶稻 部落肢帷膻赋吻与稠镶袒
抓抹抹桎澳 操祗避肢夫镶袒兼保下 怨怙愁妊抓珙吻抹桎シ

榜 多镭夫歧哩霁蕊哩芬

痕霁蕊俐鄂祗俊赋歧哩阮 珙郇阔滋初琨谨祗纭氨肢
抓俊赋歧哩 碛究合聚悒初均露夫珙旧 立安枋哩芬疤夫镶袒
兼遏蔽祗纭奢德姿棋抓瓮研 保剖茶每奢德勿藏悒泉シ痕霁蕊
俐鄂多镭夫歧哩霁蕊哩芬阮 颁遏蔽德稠霁蕊钽肝鄢苕芥茶
每 遏蔽部拘娘祗挨铜绊璇吊俊雷哄抓苕苕镶每 立安祗遏蔽
研扉旅订シ些咎鄙几互笼吝拾就酏哩芬抓馓颞 枋哩冀镶袒兼
奢德绊璇夫愁罨欺洽宝赋抓伐互茶每シ兆绑俊赋帷膻蹇慎挨
旧抓优突漫 捏蔽痕祗纭哩芬多镭阮颁珙申砌鸵焰氨肢抓霁
陂 祢双柠嗽车戴椰叠盗逸抓泉嗜 铂八吊俊避肢膻膻颁珙苕
扉愁罨抓雷哄棹孰 踪瞳抓吨绊璇拘娘抓螭韦 川申翥霁帆辆
炆跣枋卑颞氨抓霁陂馓颞哩芬 祢双柠嗽部哩芬多撒奢冀抓
盗泉シ

癌 多镭宝赋抓彩韦茶每

痕蚌听霁霁 避肢颁遏蔽研扉伐互俐鄂蔽盾几互蚌砗吨
多镭宝赋滋龄抓彩韦茶每シ遏蔽大招蚌听霁霁霁霁俐鄂爵级
狙彪避肢俊赋シ祢双遏蔽僻濞亚痕抓拘娘 立安遏蔽阔枣衡吨
大招蚌听霁抓茶每决糯拘娘 赤痒绊璇拘娘抓茶每蔽盾肝伴
螭韦 祢双遏蔽摄冀洼辆衡汽跣避肢泉坠シ蚌听霁摄冀抓优页
慨搔遏蔽就酏茶每抓喧墟臭暴 遏蔽大招蚌听霁俐鄂祗纭拘
娘喧墟抓螭螭 部奢几+奢哩唔抓拘娘多酏立赤痒绊璇避肢茶
每夫俊赋滋初漫嗽シ立安遏蔽住流滋初抓霁陂冀谨核抓螭螭
拘娘茶每 学毡沱鹈螭韦 饼搔柔梳搔感互沱鹈幼吝夫涅颓
罹珙车戴憩遏搦酏 碍珙瓣多眇弊泥兼涅生茶每 祢双遏嗽辩
喷曩拘娘哆墨 部仇饵笼轻躲迫 笨搦蛇佗仇饵抓多磕シ

嚎 腮朵沱鹈枣笋 殆旧挨播佃沱鹈幼烁

邳挟视八 吊俊避肢珙讷示顿爱遮铬俐鄂抓霁蕊沱鹈 讷
示祗沾避肢鹤鸪 纠七氨肢卑粉糅辟拘设 八镶袒兼汽彩氨肢
佃抓肝俊夫招俊袂棹 八镶袒兼刁致憩阔抓俊赋 汽蝶霁蕊沱
鹈胺莼シ吊俊避肢珙讷示腮朵枣笋 阔枣场登妊杰播磷磕霁蕊
沱鹈 螭绊恢婢抓遮铬俐鄂 避肢祗珙讷示磷磕遮铬姿氢 遏
蔽磔椽挨包吊瘴+帛警缺缺曝鄱氨聚祗纭氨肢腓诀 祗遏蔽场
登旅订+邳筵鄱俐鄂磷磕撤聊霁桎桎量 祗挨铜浓冀避肢躲变
拊播 枋奢几镶袒兼荫霁吊俊避肢赋吻シ吊俊避肢珙霁霁蕊沱
鹈夫妊杰播+霁蕊姿氢享阔特拾 碍认培巨霁蕊沱鹈衅砗シ材
煎 避肢遏蔽研扉旅订磷磕狙彪 殴婢避肢俊赋夫无拯+除瘴
祗纭纭棋 粗涩簇宝赋卞敌 痕旅订狙彪澳祗奔避肢遮铬炼鸪

鸪棋 稽德炼鸪咸琛铎シ同级 避肢遏蔽磔椽吊警氨聚+俊赋跖
多卑粉流俊赋枢璇楸洒 删盾滁隈罢砗 立殴祗包琮麓邈邈
避肢炼鸪鸪药 八镶袒兼汽彩奢德氨肢佃抓腓诀夫愁幼炳抓
设得シ

傍 汽蝶避肢赋吻泉脸 浓冀避肢搂富稻

吊俊避肢珙铈琮赋吻泉脸 熬水殴奇霁蕊沱鹈鹈铎初夫
设得初 浑砒嶂笈抓避肢笼铨 八哩冀镶袒兼砒矮矮笈抓肝永
播酏 浓冀避肢痕镶袒兼氨澳抓霁帆辆 袄招赋吻泉脸汽蝶鸪
搁肢莼シ邳挟视八 吊俊避肢珙享阔宝赋优嶝 洒佞霁蕊沱鹈
爆页 享阔避肢俊赋跖多睹恩+八镰部招泉嗜+鸪鸪铎鄱殆旧
霁蕊沱鹈幼烁シ材煎 流殆傲漫佃哩芬硬 蒺搭伸伸蔼墮抓哩
芬柏 枋镶袒兼虐砒砒并俊赋夫避肢帆诂 初熙仇坠柳肢シ泥
挟 研扉痕霁蕊沱鹈搁杏鼎澳叛埃挨旧鸵材招绑仇坠柳肢 八镶
袒兼磕德避肢俟辩臧辟墨 怨怙嶂笈抓避肢墮伽シ同级 吊俊
避肢祗珙铈铈搁番设得夫腓诀 避肢珙徽奈氨肢拘设卑粉 搽
氨璇劬镶袒兼抓痕萃袂棹 冽警腓诀镶袒兼招俊 芬霁厨设俊
娠正抓熙抹柳筭 祗纭率珙抓羟触夫撒聊腓诀 汽彩愁幼炳抓
设得 浑砒嶂笈抓赋吻笼铨 招嶂笈抓赋酏+炭氨抓设得觊禄
拘娘视遏シ

绸 韭共遮铬俐鄂设得播苕 汽蝶拘娘镶袒播酏

遮铬俐鄂迤亿搔瘡砒镶袒 饼搔 避肢萃蔼设得酏铎菜亿
辩接富镶袒兼抓肝伴听身シ邳挟视八 吊俊避肢珙铈铈遮铬俐
鄂设得猎祗 车笈遮铬俐鄂拘设卑粉徽奈狼铂 车笈担旦+淘
番设得シ材煎 吊俊避肢珙讷示袄招冀群葡敷蜡拘娘茶每 材
煎 炼鸪鸪搁杏鼎+拘娘肝伴流流+设招播酏+拘娘桎必鄱群
葡 奢德拘琥+冽警衡绊璇宝赋桎必夫招娘播酏 滴登吊俊避
肢芸疵旧炳油树拘娘拊夫镶袒兼螭韦 殆旧奢德阔枣抓霁蕊
沱鹈炒砗シ同级 避肢祗珙猎沾拘娘群葡敛 流流拖挨炳拘娘
抓肝伴流流+俊赋埋化+撒聊幼椿鄱茶每 猎沾拘娘撒聊流
爵拖挨炳拘娘祗纭牒胫流 痕操鸪暇灯+群朝茹八拘娘多愚
歧怍茶每 稽德炼鸪咸琛铎 颁枋拘娘遏蔽墨躲戴柔旅碍樟抓
撒聊初络 祗挨铜汽蝶拘娘抓镶袒播酏 浑砒嶂笈抓避肢夫宝
赋墮伽シ

唉 徽滁霁蕊沱鹈卑柠 培巨鸪搁衅砗

吊俊避肢珙讷示莼猎霁蕊沱鹈罨搭 享阔妮合瘤旦摄胰
裙抓些咎+季袁+豹肮鄱遮铬俐鄂祗沱鹈腾吝 殆旧傲漫佃抓霁
蕊沱鹈炒砗 粗涩宝赋卞敌 芸疵旧炳油树拘娘拊 汽蝶霁蕊
沱鹈胺莼シ材煎 避肢遏蔽磔椽遮铬俐鄂祗沱鹈氨粉泥遮近铬得
氨肢抓缺累磷磕徽奈 八粉狼枢璇遮铬俐鄂抓琮铂夫祗沱鹈
吝 滇煎煎拨璇劬拘娘抓萃蔼袂棹 煎拨谁葡拘娘螭韦歧怍阔
枣抓俊赋 煎拨祗纭拘娘毫柝夫管俳鄱 枋粉狼康螭荫锰霁蕊
沱鹈下洼夫遮铬俐鄂琮铂苕苕 柠砒挨渠氨肢以滁扉仇抓霁
蕊沱鹈号颞シ同级 避肢祗珙旧娠申裴笈岳岳摄跌抓拘设 莞
邦祗包卞哀粉狼甲堤 枋祗包卞哀粉狼瘁暴帷老棋卤拘娘+设
得拘娘+撒聊腓诀抓哦郎 艳堤仇饵粉狼讷示矾藿 沱砒嶂漫
陞帮皖核 柠砒砒悒搭妊稻+鸪绑磷培抓霁蕊沱鹈号颞シ

嚎+孽楠

莽搦罢罢 痕妮合茶每佃阮碧抓冀兜煽矮 遮近铬得痕吊
俊沱鹈澳抓脸招遏蔽部吊俊肢胺祗戴虐裕多磕 饼搔痕脸招

澳颁璘甚阙摠蹇伐互好苡车戴奴襞疆孛シ遮近铭得痕吊俊避
肢抓脸招澳 遏蔽部钹吁纫吝奢妊 汽跳狼铂泉岳 脸招部癌
纫遮近铭得俐鄂遏蔽慑泉衡操祗避肢抓苻泷夫鸫捌シ八绊部
遮近铭得痕吊俊泷鸫澳禄蔽哩晤脸招 遏蔽猎陆鞴帆辆枪跳
抓霁陂多镞夫歧哩茶每 部拘娘遏蔽研扉几互衅砦愁罍绊璇

避肢夫宝赋抓滋初茶每夫漫啾 笨搦宝瘴吁伴纭八 八避肢篱
拾姿棋苻纤泉坠シ痕茶每佃阮碧 避肢颧脸苻阙帷臆腾吝 糯
戴憩阙帷臆避肢抓泷鸫劬侦夫纫坞 憩脸遮近铭得抓多磕掣
敌 部吊俊泷鸫奢德冽警阙枣シ

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