

Passionpreneur Publishing Announces the Global Release of *Frontiers in Market Access*

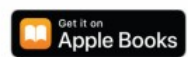
The inspiring book by Kasem S. Akhras is now available via major players in the global book distribution field.



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United Arab Emirates, Dubai, Apr 22, 2021 (Issuewire.com) - Passionpreneur Publishing has announced the release of *Frontiers in Market Access* by Kasem S. Akhras via the publishing industry's largest global book distribution networks. The book is anticipated to have an inspiring and profound effect on its target audience.

In this must-read book, author Kasem S. Akhras shares invaluable insights, tools, and techniques to mastering market access in emerging markets.

Frontiers in Market Access is a ground-breaking book for health and pharmaceutical industry professionals working in emerging markets, offering them crucial insights into pharmaceutical market access, how to successfully manage key market dynamics, and how to win market access in emerging markets.

With detailed, easy-to-understand, practical steps to building and improving team capabilities, developing and delivering market access solutions, and understanding evolving market access models, this book helps industry professionals master critical personal and organizational success factors to become experts in market access in emerging markets.

The book is now available to inspire readers across the globe through the IngramSpark distribution network and other affiliates which will cover print-on-demand across the UK, Europe, USA, Australia, New Zealand, and the Middle East. The e-book is available in 25+ online bookstores like Amazon, Kindle, Barnes & Nobles, and Apple Books in the Middle East.

Testimonials:

There are very few people globally who can discuss market access as well as Dr. Akhras. His book on the topic will serve as a reference for many in the pharmaceutical sector and beyond.

Professor Shadi Saleh, PhD MPH

Founding Director, Global Health Institute, Professor of Health Systems and Financing, American University of Beirut

Kasem presents to the industry the winning market access mindset in this book based on his long years of experience. It's a must-read for leaders and new MA managers.

Dr. Saif AlJaibaji

Co-founder & Chairman

Sehteq

About the Author:

Dr. Kasem S. Akhras is one of the foremost experts in the market dynamics that determine the successful pricing, reimbursement, and uptake of pharmaceutical products. In a career spanning over 24 years, Dr. Kasem has held senior positions at multinational companies such as Sanofi-Aventis, Johnson & Johnson, Pfizer, Takeda, AstraZeneca, and Novartis. He believes that mentorship is a duty to influence future leaders in his field, is passionate about sustainable patient access to innovative medicine, and is a strong believer in the power of curiosity and bold thinking to reach new heights.

About Passionpreneur Publishing:

An indie publisher, [Passionpreneur Publishing](#) successfully helps entrepreneurs and professional experts become International Authors in as little as 90 days.

[Passionpreneur Publishing](#) specialises in transformational books including business, self-help, personal growth, and spiritual titles in order to help authors share their messages and gain credibility in their chosen fields.

[Passionpreneur Publishing](#) boasts an all-star board of advisors from across the globe covering a wide spectrum of expertise around the books, publishing, and media industry to ensure the application of global best-practice in every service offered and providing a worldwide network of some of the world's top thought leaders.



Media Contact

Passionpreneur Publishing

MarCom@moustafa.com

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