

“The Three Marvels”

Pfizer gave millions of men a blockbuster pill called [Viagra](#). Erectile Dysfunction in men was an issue which was discussed only behind the closed doors of bedroom. After the launch of Viagra and the aggressive marketing it had come to the living room. It made a number of men, who would otherwise shy away, to come to doctors to help them get over [Erectile Dysfunction](#). Millions of men took to Viagra all around the world.

Arrival of Viagra changed the practice of scientific sex research and policy in substantial ways. The god-sent-gift for men made a strong impact on sexual conduct and experience of women and men all around the world.

After the stupendous success of Viagra two more pills were launched in the market- [Cialis](#) and [Levitra](#).

All the three companies, namely, **Pfizer** (Viagra), Lilly Icos (Cialis) and Levitra (Bayer and Glaxo Smith Kline), were at war to promote their products aggressively. All the three spend millions of dollars on advertising and promotion to get the maximum share in the market.

Viagra advertisements focuses on depicting happy men in their ads, Levitra uses woman’s testimonial and a sports star and Cialis, which is subtle and long lasting, focuses on relationships. All these advertisements were primarily targeting the insecurities in men.

The battle for the multibillion dollar ED market has become one of the advertising industry’s highest profile clashes since Levitra and Cialis ending Viagra’s virtual monopoly for years.

Cialis went ahead announcing free samples of the competitor to customers who were dis- satisfied by their product. The idea was to project how Cialis would be the wonder drug even compared to Viagra.

With the ongoing popularity of internet more and more people turned to computers for health information, advice, support and services. Selling of these drugs became even easier for people who were still uncomfortable visiting doctors and going and buying Viagra or such pills. Competitions brew up between sites to sell the cheapest Viagra, Cialis or Levitra online.

Experts’ advice that before buying online it is important to check four to five websites and beware of fake products in the name of cheap Viagra.

URL:

http://www.viagracures.com/articles/miscellaneous/the_three_marvels.html