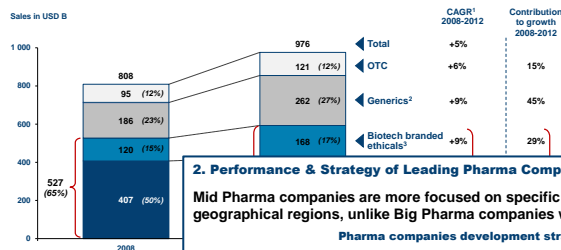


# 189 illustrated slides to help you better know and understand the pharma industry

## 1. Pharma Market Insight

Between 2008 and 2012, biotech branded ethicals and generics contributed to 74% of the sales growth in value

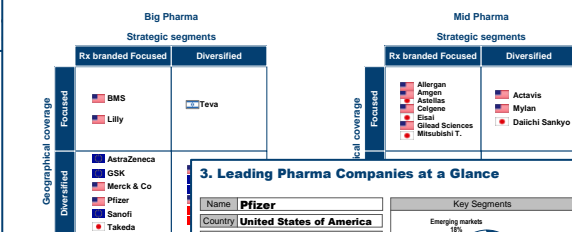
Global pharmaceutical market growth by strategic segment (2008-2012)



## 2. Performance & Strategy of Leading Pharma Companies

Mid Pharma companies are more focused on specific strategic segments and geographical regions, unlike Big Pharma companies which are more diversified

Pharma companies development strategy (2012)



## 3. Leading Pharma Companies at a Glance

Name	Pfizer		
Country	United States of America		
Key Financial Data			
USD million	1212, 1211, Growth		
Revenues	58,986, 65,259 (9.6%)		
Net Sales	58,986, 65,259 (9.6%)		
Operating Profit	12,060, 12,304 (1.8%)		
Operating profit margin	20.5%, 18.9%		
R&D expenses	7,870, 9,074 (13.3%)		
% of revenues	13.3%, 13.9%		
Key Products			
State	Year	Share of	
USD Million	Change	Net Sales	
1. LYRICA	4,158	12.6%	7%
2. LIPITOR	3,848	(58.8%)	7%
3. ENRELE	3,737	1.9%	6%
4. PREVNAR 13	3,718	1.7%	6%
5. CELEBREX	2,719	7.8%	5%
6. VIAGRA	2,051	3.5%	3%
7. NORVASC	1,349	(6.6%)	2%
8. ZYVOX	1,345	4.8%	2%

# New book 2013 Smart Pharma Consulting

Jean-Michel Peny

## Pharma Market Insight & Strategy



2013 Edition

Smart Pharma Consulting

- Pharma Market Insight & Strategy - 2013 Edition, provides a fact-based analysis of the evolution of the pharmaceutical market by the end of 2017 and evaluates the performance and the strategy of 30 leading pharmaceutical companies.
- The author shares his strategic vision of where the pharmaceutical market is headed and the strategies that can be adopted by pharmaceutical companies – with a particular emphasis on the performance and corresponding strategic priorities of the Big Pharma Companies and the Mid Pharma Companies.
- The key facts and figures corresponding to each of the 30 analyzed pharmaceutical companies have been summarized on one-page identity cards, providing a concise, powerful snapshot of each firm for easy review and comparison.

Publisher: Smart Pharma Consulting – 200 pages

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