

New book from Smart Pharma Consulting  
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Jean-Michel Peny

## Pharma Companies Strategies

- Key Facts & Challenges -



2011 Edition

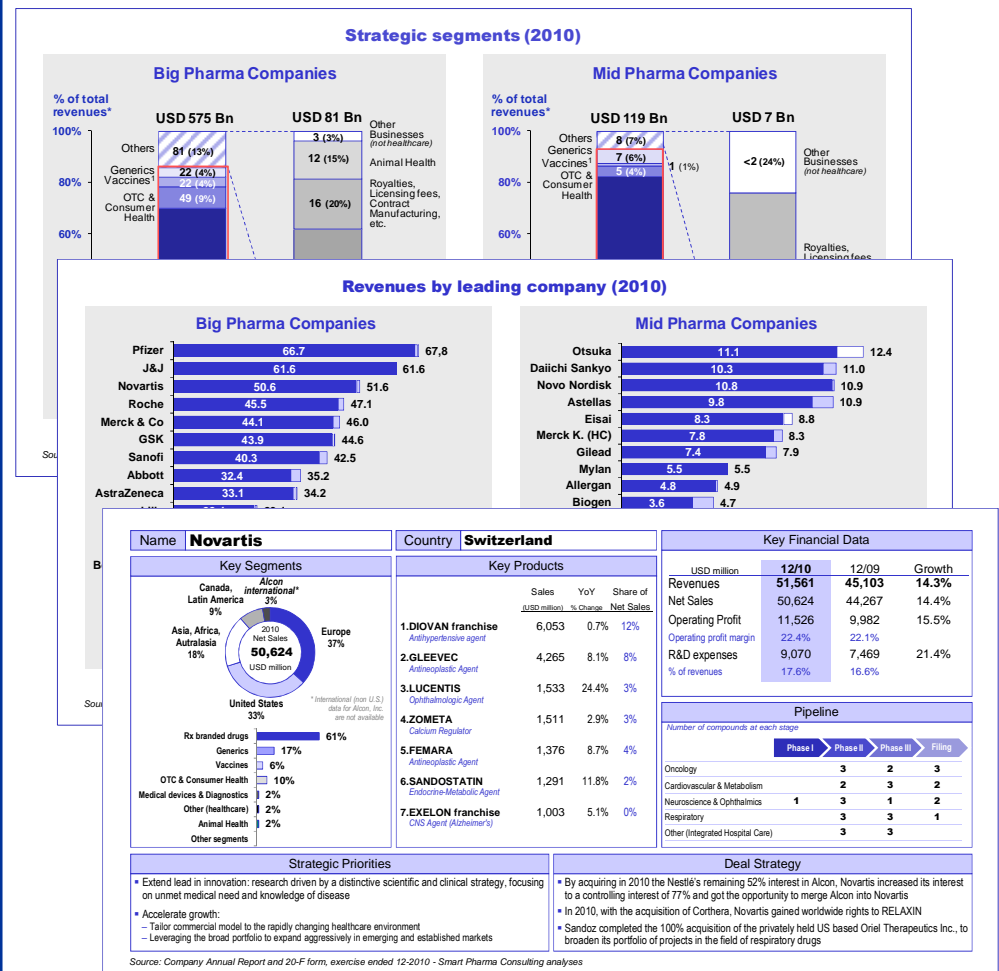
Smart Pharma Consulting

- Pharma Companies Strategies - Key Facts & Challenges - 2011 Edition, provides a fact-based analysis of the evolution of the pharmaceutical market and evaluate the strategy and the performance of 35 leading pharmaceutical companies.
- The author shares his strategic vision of the market evolution and answers to the question: "Does Pharma Companies Size Count?"; by comparing the strategic priorities and the corresponding performance of Big & Mid Pharma Companies.
- The key facts and figures of the 35 analyzed pharmaceutical companies have been summarized in a one-page identity card, allowing a user-friendly review and comparisons

Publisher: Smart Pharma Consulting – 123 pages – € 150 (w/ taxes)

Jean-Michel Peny is president of the Strategy and Management consulting firm Smart Pharma Consulting, Director of Smart Pharma Institute of Management, lecturer in Pharmaceutical Strategy and Marketing at ESCP-Europe and ESSEC Business Schools, and at the Faculty of Pharmaceutical Sciences (Paris XI)

110 illustrated slides to help you assess the strategies and performances of the leading Pharma Companies



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