

Japan PharmaCyclopedic

The **Japan PharmaCyclopedic** is the most complete source of information on 70 leading and new Japanese pharmaceutical companies and their products in the world. Information includes company history and summary, operating results and forecast, business breakdown, major shareholders, top executives, employees, R&D pipeline, and prices of the leading marketed products.

The **Japan PharmaCyclopedic** is designed to serve the needs of pharmaceutical executives in the fields of licensing, international operations, mergers and acquisitions, strategic planning, and marketing. The publication is edited by Tatsuo Arita, RPh, a former senior Japanese executive who resides in Japan. Mr. Arita has over 40 years of experience in the pharmaceutical industry, having had a career focus in licensing, marketing research, and international operations.

Information presented within the **Japan PharmaCyclopedic** has been developed from multiple Japanese language sources, including unpublished biannual and annual data required of industry participants by the Japanese government. The **Japan PharmaCyclopedic** includes the latest in-depth information on the largest and medium-sized Japanese pharmaceutical companies and their products.

The **Japan PharmaCyclopedic** also includes a listing of the top 120 pharmaceutical companies in Japan, ranked by sales, with the 130 leading products ranked by domestic sales; the top 25 exported products; top wholesalers information; and with key mergers occurring, the extremely useful latest information on the merged companies. Available in a paper edition and on a searchable **CD-ROM** (newest data available by CD-ROM.)

Features in the last Edition

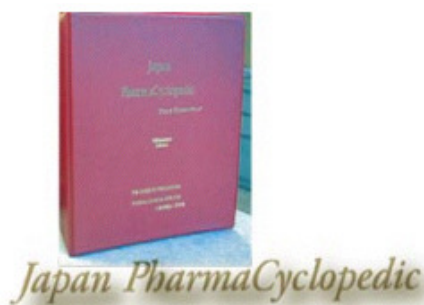
- **Searchable CD ROM**
- **A special report on the Korosho Vision Statement and World Markets**
- Japanese Mergers—Review of last mergers
- In-Depth Review of the R&D Pipelines and Priorities for the Top 50 Companies
- **Custom Reports on Requests**

Other New Features

- 10 New Companies profiled
- Review of the New Drug Approval Process and the function of Kiko
- New Drugs and Line Extensions Approved by Year since 1993
- NHI Pricing Formula & Process (how drugs are priced in Japan)
- Number of Generic Product Approvals

For more information and to review the table of contents, the list of companies reviewed, and a sample company review, call: Anna-Dorothee Bonk at IMI Consulting GmbH, tel.: (+49) 5139 9918-0; fax: (+49) 5139 9918-77 or send an e-mail to info@imiconsulting.com.

The **Japan PharmaCyclopedic** comes with a CD-Rom permitting all types of searches. The price is \$4,000 U.S.A. and includes shipment. Updates will be offered yearly at a minimum fee.



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