Sales Force Effectiveness in Pharmaceuticals - Cost Pressures Increase Pharmaceutical Companies' Adoption of New Sales Models and Technologies

Description:
“Sales Force Effectiveness in Pharmaceuticals - Cost Pressures Increase Pharmaceutical Companies' Adoption of New Sales Models and Technologies”, provides in-depth analysis of trends, issues and challenges in this industry. The report analyzes the sales force effectiveness strategies that shape the industry dynamics for the key geographies: the US, the top five countries in Europe (the UK, Germany, France, Italy and Spain) and Japan. Further, the report provides competitive benchmarking for the leading companies and analyzes the licensing agreements that shape the global markets.

This report is built using data and information sourced from proprietary databases, primary and secondary research and in-house analysis by a team of industry experts.

Scope
The scope of this report includes:
- Annualized market data from 2009, forecast forward to 2016.
- Analysis of the leading technology in this space
- Analysis of the R&D models
- Market characterization
- Key drivers and barriers that have a significant impact on the market.
- Competitive benchmarking of leading companies.

Reasons to buy
The report will enhance your decision making capability in a more rapid and time sensitive manner. It will allow you to:
- Develop key strategies to reduce expenditure on sales force and by increasing efficiency
- Develop and understanding of how companies use tools and models in order to improve the sales force productivity
- Make informed decisions with respect to sales force effectiveness
- Identify the leading technology providers for collaborations along with their key capabilities
- Make more informed business decisions from the insightful and in-depth analysis of the sales force effectiveness and the factors shaping it.

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