Molecular Spectroscopy Market by Technology & by Application - Forecast to 2018

Description:

'Molecular Spectroscopy Market by Technology [NMR (FT, Continuous Wave), UV-Visible (Photodiode Array, Handheld), IR (Terahertz, Benchtop), NIR (FT-NIR) Raman (SERS, TERS, FT Raman)] & by Application (Pharmaceutical, Food) - Forecast to 2018'

Over the years, the molecular spectroscopy market, comprising instruments, consumables, and services, has witnessed various technological advancements. These advancements have led to a growth in the number of molecular spectroscopy applications. Molecular spectroscopy is increasingly being used in drug discovery and development, metabolomics and biomarkers research, and diagnostics. However, the high cost of instruments and the need for skilled professionals to operate these highly sophisticated systems are the factors that are hindering the growth of this market.

The NMR Spectroscopy segment has the largest share in the molecular spectroscopy market, due to its wide usage in application areas including pharmaceuticals, biotechnology and biopharmaceuticals, food and beverage testing, environmental testing, and in research institutes. The pharmaceutical segment is the largest segment in the molecular spectroscopy application market. This can be attributed to the increasing necessity to improve drug safety and efficacy, along with significantly reducing costs associated to the drug discovery and development process.

In the years to come, the molecular spectroscopy market is expected to experience the highest growth in the Asian region, especially in China and India. These countries will serve as new revenue pockets for players in the molecular spectroscopy market. The high growth in these regions can be attributed to various factors such as the improved funding scenario and collaborations of key players with complimentary companies as well as academic research institutes. Furthermore, Brazil, Mexico, and the African region are projected to witness significant growth in the molecular spectroscopy market.

The U.S. and Europe are mature molecular spectroscopy markets. New applications in diagnostics fields, applied markets, and technological advancements are expected to propel the demand in these regions. The RoW region includes Latin America, Africa, the Middle East, and the Pacific countries. These markets are slated to grow at a steady pace. However, the countries in these regions are increasing their focus on research, owing to which these regions can be considered as potential high-growth regions.

The global molecular spectroscopy market has high competitive intensity as there are many big and small firms with similar product offerings. These companies adopt various strategies (innovation, acquisitions, and geographic expansions) to increase their market shares and establish a strong foothold in the global market.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms in garnering a greater market share. Firms purchasing the report could use any one or a combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on the product portfolios and services offered by the top 10 players in the molecular spectroscopy market. The report analyzes molecular spectroscopy systems by technology and spectrum.

- Product Development/Innovation: Detailed insights on the upcoming technologies, research and development activities, and new product launches in the molecular spectroscopy market.

- Market Development: Comprehensive information about the lucrative emerging markets. The report analyzes the markets for various molecular spectroscopy technologies across geographies.
Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the molecular spectroscopy market.

Competitive Assessment: In-depth assessment of market shares, strategies, products and services, distribution networks, and manufacturing capabilities of leading players in the molecular spectroscopy market.

Contents:
1 Introduction
  1.1 Objectives Of The Study
  1.2 Report Description
  1.3 Markets Covered
  1.4 Stakeholders
  1.5 Research Methodology
  1.5.1 Secondary Research
  1.5.2 Primary Research
  1.5.2.1 Key Data Points From Primary Sources
  1.5.3 Market Size Estimation Methodology
  1.5.4 Market Forecast
  1.5.5 Market Data Validation & Data Triangulation
  1.6 Assumptions

2 Executive Summary

3 Market Overview
  3.1 Introduction
  3.2 Market Segmentation
  3.3 Market Dynamics
    3.3.1 Drivers
      3.3.1.1 New International Gmp & Gdp Certification For Pharmaceutical Excipients (North America & Europe): Excipact
      3.3.1.2 Global Alliances Amongst Leading Research Institutes To Boost Drug Discovery
      3.3.1.3 Growing Food Safety Concerns
      3.3.1.4 Increasing Life Science R&D Spending
      3.3.1.5 Technological Advancements
    3.3.2 Restraints
      3.3.2.1 High Costs Restrict Purchase
      3.3.2.2 Need For Skilled Professionals
    3.3.3 Opportunities
      3.3.3.1 Rising Opportunities In Emerging Nations
      3.3.3.2 Growing Proteomics Market
      3.3.3.3 Increased Government Investment In Medical Researches Set To Increase Molecular Spectroscopy Applications
      3.3.3.4 Increasing Demand From Applied Markets
    3.3.4 Market Share Analysis
    3.4 By Key Players

4 By Technology
  4.1 Introduction
  4.2 Nmr Spectroscopy, By Type
    4.2.1 Continous Wave (Cw) Nmr Sprectroscopy
    4.2.2 Fourier Transform Nmr Spectroscopy (Fts)
    4.2.3 Solid-State Nmr Spectroscopy (Ssnmr)
  4.3 Uv Visible Spectroscopy
    4.3.1 Single-Beam Uv Visible Spectrophotometer
    4.3.2 Double-Beam Uv Visible Spectrophotometer
    4.3.3 Array-Based Uv-Spectroscopy
  4.4 Infrared Spectroscopy
    4.4.1 Infrared Spectroscopy, By Spectrum
      4.4.1.1 Mid-Wave Infrared Spectroscopy
      4.4.1.2 Short-Wave Infrared Spectroscopy
4.4.1.3 Far-Infrared Spectroscopy
4.4.2 Infrared Spectroscopy, By Technology
4.4.2.1 Benchtop Ir Spectroscopy
4.4.2.2 Ir Microscopy
4.4.2.3 Portable Ir Spectroscopy
4.4.2.4 Hyphenated Ir Spectroscopy
4.4.2.5 Terahertz Ir Spectroscopy
4.5 Near-Infrared Spectroscopy
4.5.1 Scanning Nir Spectroscopy
4.5.2 Ft-Nir Fourier Transform Spectroscopy
4.5.3 Handheld Nir Spectrophotometer
4.5.4 Filter Nir Spectroscopy (Acoustic-Optical Tunable Filter (Aotf)-Near Infrared (Nir) Spectrometer)
4.6 Color Measurement Spectroscopy
4.7 Raman Spectroscopy
4.7.1 Raman Spectroscopy, By Sampling Techniques
4.7.1.1 Surface Enhance Raman Scattering
4.7.1.2 Tip-Enhanced Raman Scattering
4.7.1.3 Others
4.7.2 Raman Spectroscopy, By Technology
4.7.2.1 Micro-Raman Spectroscopy
4.7.2.2 Probe-Based Raman Spectroscopy
4.7.2.3 Ft-Raman Spectroscopy
4.8 Others

5 By Application
5.1 Introduction
5.2 Pharmaceuticals
5.3 Biotechnology & Biopharmaceutical
5.4 Food And Beverage Testing
5.5 Environmental Testing
5.6 Academic Research Institutes
5.7 Others

6 By Geography
6.1 Introduction
6.2 North America
6.2.1 Increased Funding In Medical Research May Develop New Application Areas For Molecular Spectroscopy Instruments
6.2.2 Molecular Spectroscopy Conferences & Annual Meetings Hosted By North America To Propel The Growth
6.2.3 North American Drug Development Regulations To Trigger Market Growth For Nmr Spectroscopy
6.2.4 Growing Metabolomics Researches In The U.S. Forms A Potential Application Area For Molecular Spectroscopy
6.3 Europe
6.3.1 Cancer Research Funding In Germany To Favor The Raman Spectrometry Market
6.3.2 Advances In The Biotechnology And Pharmaceutical Industry In Germany, U.K., And Italy To Boost The Molecular Spectroscopy Market
6.3.3 Use Of Molecular Spectrometry Gaining Importance In U.K.'S Food Testing Processes
6.3.4 Strategic Alliances In Europe To Trigger The Growth Of Drug Discovery
6.3.5 Conferences & Symposia Hosted In Europe To Propel The Market Growth
6.3.6 Developing Pharmaceutical Sector In Russia Likely To Boost The Molecular Spectroscopy Market
6.3.7 Strategic Investment Plan In The Netherlands To Boost The Maretk For Nmr Spectroscopy
6.4 Asia
6.4.1 Strategic Expansions By Key Players In China To Boost The Market Growth
6.4.2 Large Number Of Conferences And Symposia In Asia To Boost The Molecular Spectrometry Market
6.4.3 Partnerships Between Japanese Pharmaceutical Companies And Research Institutes To Propel Market Growth
6.4.4 Growing Pharmaceutical Industry In India & China Is Propelling The Growth Of The Market
6.4.5 Government Investment In Biomedical Industry In China To Bolster The Market
6.4.6 Food Security Concerns In India To Propel The Market Growth
6.4.7 Infrastructural Development In Vietnam Expected To Propel The Market
6.4.8 Free Trade Agreement Between Korea And U.S. Opens An Array Of Opportunities For The Companies In Asia
6.5 Rest Of The World (Row)
6.5.1 Regulatory Changes To Increase The Molecular Spectroscopy Market In Israel, New Zealand, And Australia
6.5.2 Conferences & Collaborations In Australia To Propel The Growth Of The Market
6.5.3 Federal Collaborations In Australia To Propel The Market Growth
6.5.4 Flourishing Biotechnology & Pharmaceutical Markets In Brazil & Mexico To Bolster The Growth Of The Market
6.5.5 Increasing Focus On Africa By Pharmaceutical Companies Likely To Boost The Market

7 Competitive Landscape
7.1 Introduction
7.2 New Product Launches
7.3 Expansions
7.4 Agreements, Collaborations, And Alliances
7.5 Acquisitions
7.6 Others

8 Company Profiles
8.1 The Abb Group
8.1.1 Business Overview
8.1.2 Products & Services
8.1.3 Key Strategy
8.1.4 Developments
8.2 Agilent Technologies, Inc.
8.2.1 Business Overview
8.2.2 Products & Services
8.2.3 Key Strategy
8.2.4 Developments
8.2.5 Swot Analysis
8.2.6 Mnm View
8.3 Bruker
8.3.1 Business Overview
8.3.2 Products & Services
8.3.3 Key Strategy
8.3.4 Developments
8.3.5 Swot Analysis
8.3.6 Mnm View
8.4 Danaher Corporation
8.4.1 Business Overview
8.4.2 Products & Services
8.4.3 Key Strategy
8.4.4 Developments
8.4.5 Swot Analysis
8.4.6 Mnm View
8.5 Foss
8.5.1 Business Overview
8.5.2 Products & Services
8.5.3 Strategy
8.5.4 Developments
8.6 Jasco, Inc.
8.6.1 Business Overview
8.6.2 Financials
8.6.3 Products & Services
8.6.4 Key Strategy
8.6.5 Developments
8.7 Jeol Ltd.
8.7.1 Business Overview
8.7.2 Products & Services
8.7.3 Key Strategy
8.7.4 Developments
8.8 Perkinelmer, Inc.
8.8.1 Business Overview
8.8.2 Products & Services
8.8.3 Key Strategy
8.8.4 Developments
8.9 Shimadzu Corporation
8.9.1 Business Overview
8.9.2 Products & Services
8.9.3 Key Strategy
8.9.4 Developments
8.10 Thermo Fisher Scientific, Inc.
8.10.1 Business Overview
8.10.2 Products & Services
8.10.3 Key Strategy
8.10.4 Developments
8.10.5 Swot Analysis
8.10.6 MnM View

List Of Tables (90 Tables)
Table 1 Global Market, By Product, 2011–2018 ($Million)
Table 2 Global Market, By Geography, 2011–2018 ($Million)
Table 3 Nmr Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 4 Nmr Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 5 Continuous-Wave Nmr Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 6 Fourier Transform Nmr Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 7 Solid-State Nmr Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 8 Uv-Vis Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 9 Uv-Vis Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 10 Single-Beam Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 11 Double-Beam Uv-Vis Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 12 Array-Based Uv-Vis Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 13 Handheld Uv-Vis Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 14 Infrared Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 15 Infrared Molecular Spectroscopy Market, By Spectrum, 2011–2018 ($Million)
Table 16 Mid-Wave Infrared Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 17 Short-Wave Infrared Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 18 Far-Wave Infrared Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 19 Infrared Molecular Spectroscopy Market, By Technology, 2011–2018 ($Million)
Table 20 Benchtop Ir Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 21 Ir Microscopy Market, By Geography, 2011–2018 ($Million)
Table 22 Portable Ir Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 23 Hyphenated Ir Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 24 Terahertz Ir Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 25 Near Infrared Spectroscopy Market, By Technology, 2011–2018 ($Million)
Table 26 Near Infrared Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 27 Scanning Near-Infrared Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 28 Ft Near-Infrared Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 29 Portable/Handheld Near-Infrared Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 30 Filter Near-Infrared Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 31 Color Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 32 Raman Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 33 Raman Molecular Spectroscopy Market, By Sampling Technique, 2011–2018 ($Million)
Table 34 Surface Enhance Raman Scattering Market, By Geography, 2011–2018 ($Million)
Table 35 Tip-Enhanced Raman Scattering Market, By Geography, 2011–2018 ($Million)
Table 36 Other Raman Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 37 Raman Molecular Spectroscopy Market, By Technology, 2011–2018 ($Million)
Table 38 Micro-Raman Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 39 Probe-Based Raman Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 40 Ft-Raman Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 41 Others Molecular Spectroscopy Market, By Geography, 2011–2018 ($Million)
Table 42 Global Market, By Application, 2011–2018 ($Million)
Table 43 Pharamceuticals Market, By Geography, 2011–2018 ($Million)
Table 44 Biotechnology & Biopharmaceutical Market, By Geography, 2011–2018 ($Million)
Table 45 Food And Beverage Testing Market, By Geography, 2011–2018 ($Million)
Table 46 Environmental Testing Market, By Geography, 2011–2018 ($Million)
Table 47 Academic Research Institutes, By Geography, 2011–2018 ($Million)
Table 48 Other Applications Market, By Geography, 2011–2018 ($Million)
Table 49 Global Market, By Geography, 2011–2018 ($Million)
Table 50 North America: Market, By Product, 2011–2018 ($Million)
Table 51 North America: Nmr Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 52 North America: Uv-Vis Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 53 North America: Infrared Molecular Spectroscopy Market, By Spectrum, 2011–2018 ($Million)
Table 54 North America: Infrared Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 55 North America: Near Infrared Molecular (Nir) Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 56 North America: Raman Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 57 North America: Raman Molecular Spectroscopy Market, By Technology, 2011–2018 ($Million)
Table 58 North America: Market, By Application, 2011–2018 ($Million)
Table 59 Europe: Market, By Product, 2011–2018 ($Million)
Table 60 Europe: Nmr Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 61 Europe: Uv-Vis Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 62 Europe: Infrared Molecular Spectroscopy Market, By Spectrum, 2011–2018 ($Million)
Table 63 Europe: Infrared Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 64 Europe: Near Infrared Molecular (Nir) Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 65 Europe: Raman Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 66 Europe: Raman Molecular Spectroscopy Market, By Technology, 2011–2018 ($Million)
Table 67 Europe: Market, By Application, 2011–2018 ($Million)
Table 68 Asia: Market, By Product, 2011–2018 ($Million)
Table 69 Asia: Nmr Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 70 Asia: Uv-Vis Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 71 Asia: Infrared Molecular Spectroscopy Market, By Spectrum, 2011–2018 ($Million)
Table 72 Asia: Infrared Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 73 Asia: Near Infrared Molecular (Nir) Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 74 Asia: Raman Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 75 Asia: Raman Molecular Spectroscopy Market, By Technology, 2011–2018 ($Million)
Table 76 Asia: Market, By Application, 2011–2018 ($Million)
Table 77 Row: Market, By Product, 2011–2018 ($Million)
Table 78 Row: Nmr Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 79 Row: Uv-Vis Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 80 Row: Infrared Molecular Spectroscopy Market, By Spectrum, 2011–2018 ($Million)
Table 81 Row: Infrared Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 82 Row: Near Infrared Molecular (Nir) Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 83 Row: Raman Molecular Spectroscopy Market, By Type, 2011–2018 ($Million)
Table 84 Row: Raman Molecular Spectroscopy Market, By Technology, 2011–2018 ($Million)
Table 85 Row: Market, By Application, 2011–2018 ($Million)
Table 86 New Product Launches, 2011–2014
Table 87 Expansion, 2011–2014
Table 88 Agreements, Collaborations, And Alliances, 2011–2014
Table 89 Acquisition, 2011–2014
Table 90 Other Strategies, 2011–2014

List Of Figures (26 Figures)

Figure 1 Research Methodology
Figure 2 Sampling Frame: Primary Research
Figure 3 Market Size Estimation Methodology
Figure 4 Market Sizing ($Value Analysis)
Figure 5 Competitive Assessment (Market Share/Strategies Assessment For Molecular Spectroscopy)
Figure 6 Market Forecasting Model
Figure 7 Data Triangulation Methodology
Figure 8 Global Molecular Spectroscopy Market, By Technology (2013–2018)
Figure 9 Global Molecular Spectroscopy Market, By Geography, 2013–2018 ($Million)
Figure 10 Market Dynamics
Figure 11 Market Share Analysis, By Key Player (2013)
Figure 12 Nmr Spectroscopy Segmentation
Figure 13 Uv-Vis Spectroscopy Market Segmentation
Figure 14 Infrared Spectroscopy Market Segmentation, By Spectrum
Figure 15 Infrared Spectroscopy Market Segmentation, By Technology
Figure 16 NIR Market Segmentation
Figure 17 Raman Spectroscopy, Sampling Techniques Market Segmentation
Figure 18 Raman Spectroscopy, Technology Market Segmentation
Figure 19 Molecular Spectroscopy Market, By Application
Figure 20 Global Molecular Spectroscopy Market, By Geography
Figure 21 Key Growth Strategies In The Molecular Spectroscopy Market, 2011–2014
Figure 22 Key Players Focusing On New Product Launches, 2011–2014
Figure 23 Key Players Focusing On The Expansion Strategy, 2011–2014
Figure 24 Key Players Focusing On Agreements, Collaborations, And Alliances, 2011–2014
Figure 25 Key Players Focusing On The Acquisition Strategy, 2011–2014
Figure 26 Key Players Focusing On Other Strategies, 2011–2014

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