

Spectrum

*Vital Intelligence for Pharmaceutical and
Biotechnology Decision Makers*



2010 Titles

Pharmaceutical Industry Dynamics

SPECIAL REPORT: State of the Pharmaceutical Industry, 2010
Biologics Opportunities and Biosimilar Markets: CNS Disorders
Dealmaking and Industry Outlook: Antivirals
Executing Change: Survival Strategies for Mid Tier Pharma
Licensing Opportunities: Oncology
Biologics Opportunities and Biosimilar Markets: Rheumatology
Dealmaking and Industry Outlook: Psychiatric Diseases
Executing Change: Biotech's Evolving Business Models
Licensing Opportunities: Rheumatology
Biologics Opportunities and Biosimilar Markets: Oncology
Dealmaking and Industry Outlook: Metabolic Disorders
Executing Change: Pharma's Changing Business Strategies
Licensing Opportunities: Neurology
Biologics Opportunities and Biosimilar Markets: Metabolic Disorders
Healthcare Reform's Impact on the Pharmaceutical Industry
Executing Change: 2010's Mergers and Acquisitions
SPECIAL REPORT: Successes and Lessons Learned in the Pharma Industry, 2010

Therapeutic Markets: Opportunities and Pipeline Analysis

SPECIAL REPORT: Opportunities and Market Outlook in Respiratory Syncytial Virus
SPECIAL REPORT: Opportunities and Market Outlook in Gout
SPECIAL REPORT: Opportunities and Market Outlook in Non-Alcoholic Steatohepatitis (NASH) Syndrome
SPECIAL REPORT: Opportunities and Market Outlook in Huntington's Disease
SPECIAL REPORT: Opportunities and Market Outlook in Liver Cancer
SPECIAL REPORT: Opportunities and Market Outlook in Acute Myeloid Leukemia
SPECIAL REPORT: Opportunities and Market Outlook in Acute Lymphoid Leukemia
SPECIAL REPORT: Opportunities and Market Outlook in Chronic Lymphoid Leukemia
SPECIAL REPORT: Opportunities and Market Outlook in Nicotine Addiction
SPECIAL REPORT: Opportunities and Market Outlook in Alcohol Addiction
SPECIAL REPORT: Opportunities and Market Outlook in Opiate Addiction
SPECIAL REPORT: Opportunities and Market Outlook in Gaucher's Disease
SPECIAL REPORT: Gardasil Versus Cervarix in the HPV Vaccine Market
The Antivirals Pipeline: A Strategic Review
The Psychiatric Pipeline: A Strategic Review
The Metabolic Disorders Pipeline: A Strategic Review
Market-Changing Emerging Agents, 2010

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2010 Titles

Biomarkers and Diagnostics

Strengthening Clinical Trial Design Through Biomarkers and Diagnostics
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Advances in Diagnostic Imaging – Tests and Tracers
Biomarkers and Diagnostics Opportunities in Metabolic Disorders
Biomarkers and Diagnostics Opportunities in Psychiatric Diseases
Mastering Biomarkers: Top Five Diagnostics Companies To Watch
Informing Epidemiology Forecasts Through Biomarker Analysis
Trends in the Reimbursement of Companion Diagnostics
Biomarkers and Diagnostics Opportunities in Rare Diseases

Pharmacoeconomics, Pricing, and Reimbursement

Pricing and Reimbursement of Antivirals
Pricing and Reimbursement of Psychiatric Drugs
Pricing and Reimbursement of Treatments for Metabolic Disorders
Pharmaceutical Pricing, Reimbursement, and Market Access News in the Fourth Quarter of 2009
Pharmaceutical Pricing, Reimbursement, and Market Access News in the First Quarter of 2010
Pharmaceutical Pricing, Reimbursement, and Market Access News in the Second Quarter of 2010
Pharmaceutical Pricing, Reimbursement, and Market Access News in the Third Quarter of 2010
SPECIAL REPORT: Chartbook of International Pharmaceutical Prices, 2010
Generic Market Trends
OTC Market Trends
U.S. Pharmaceutical Market Trends
Pharmaceutical Pricing and Reimbursement: Key Facts in Mature and Emerging Markets
Cost-Containment Trends in Europe
Managing Market Access in Leading Biopharmaceutical Companies
Key Determinants of Price Level
Use of Biologics in Emerging Markets
Pharmaceutical Pricing and Reimbursement in Australia

Discovery and Innovation: Technologies, Strategies, and Dealmaking

Applications of Stem Cells in Drug Discovery and Development
Strategies for Building a Biologics Platform
New Technologies and Strategies for Producing Influenza Vaccines
SPECIAL REPORT: Investment and Dealmaking Trends in Biotechnology
Strategies for Reducing Clinical Attrition
Can Innovative Technology Platforms Improve R&D Productivity?
Antivirals: Technology Opportunities and Dealmaking
Psychiatric Diseases: Technology Opportunities and Dealmaking
Metabolic Disorders: Technology Opportunities and Dealmaking

Strategic Overviews

Strategic Overview of the Targeted Cancer Therapy Marketplace
Strategic Overview of the Neurology Marketplace
Strategic Overview of the Antivirals Marketplace
Strategic Overview of the Psychiatric Disease Marketplace
Strategic Overview of the Metabolic Disease Marketplace
Strategic Overview of Leukemias
Strategic Overview of Addiction Disorders
Strategic Overview of Pricing and Reimbursement in the BRIC Markets

