China Pharmaceutical Guide 2011

The Reference for Real World China Business

This annually-updated Guide is the most *authoritative* and *comprehensive* reference and resource in English which is instrumental for executives to plan, implement, monitor and supervise pharmaceutical businesses in China

- Authored by James J. Shen, a veteran pharma executive and former managing editor of IMS China Update, who has 20 years of management experience in the Chinese pharma industry
- Prepared by the *Real Experts* for the *Real World Executives* to help them navigate through the complex and turbulent Chinese healthcare business environment
- Extensive coverage on China's pharma industry structure and market environment, regulatory framework, healthcare provision and financing, disease & drug consumption patterns, pharma sales, marketing & distribution, trends and opportunities, market entry strategies, case studies of successes and failures in six key areas of the Chinese pharma business, and profiles of leading MNC pharma players in China
- With comprehensive latest data and statistics, it is divided into 10 Parts/53 Chapters. It contains over 1,000 pages & 150 tables and charts
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The database contains information on new drug products under development in China and monitors latest Chinese R&D developments reported globally. The database can be searched by keywords, therapeutic class, product type and regulatory status, and contains additional information including developer names and a summary of research and regulatory status.

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