MarketsandMarkets Partners With Centre of Business Intelligence (CBI) for its Market Research and Product Forecasting Summit

Bio-Medicine.Org

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Location- Philadelphia, PA

About the event:

Join your colleagues and peers to discuss optimizing, executing and improving market research to drive accurate sales forecasting. This is a unique opportunity for pharmaceutical executives to hear best practices on:

- Optimizing quality data to drive accurate forecasting - Capitalizing on third party vendor data to fill multiple gaps - Strategies for optimizing internal collaboration within market research and sales forecasting

As patents expire, distribution channels tighten and regulations increase surrounding access to physicians, bio/pharmaceutical manufacturers are looking to manage market research and sales forecasting with greater effectiveness. While organizations are faced with doing more with less, it is critical to translate market research results into accurate forecast models. Therefore, these two teams strive to work in synergy in order to drive optimal commercialization strategies and overall business objectives. Mitigating risks of miscalculation within the product life cycle requires additional marketing foresight in order to accurately state the demand of products. Their ability to work in synergy ensures that management understands the maximum value from the opportunities the organization decides to pursue.

About MarketsandMarkets

MarketsandMarkets integrated patient-based forecasting solution for pharmaceutical industry mainly for pipeline products. Our approach is combination of forecasts based on epidemiology and act
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http://www.mdtmag.com/news/2010/07/marketsandmarkets-partners-centre-business-intelligence-cbi-its-market-research-and-product-forecasting-summit

Links:
[1] http://www.bio-medicine.org/medicine-technology-1/MarketsandMarkets-Partners-With-Centre-of-Business-Intelligence--28CBI-29-for-its-Market-Research-and-Product-Forecasting-Summit-9850-1/