

Eularis Updates Reports That Help Pharmaceutical Companies Do More for Real Growth Than Simply Downsizing

New techniques and tools to provide actual growth for pharma companies showcased in Eularis' updated reports.

LONDON, U.K., April 5 (SEND2PRESS NEWSWIRE) – The pharmaceutical industry is facing unprecedented challenges on many fronts – a slew of patent expiries, a lack of blockbusters in the pipeline to replace the patent expiries, decreasing growth in many major markets, generic competition, constantly changing regulatory and competitive environment rendering old tools for analysis obsolete, increased pressure on CEOs to deliver shareholder growth resulting in budget cuts, downsizing, and less than optimal results.

Therefore, given these challenges, today is the worst time in the history of pharmaceuticals to be a pharmaceutical marketer.

Eularis has updated its reports that focus on specific key issues for pharma marketers that help them understand how to handle these specific situations. These reports uncover practices to predict how and where pharmaceutical marketing and sales investments will yield the highest market share and market share price and highlight real life case studies.

Readers will benefit from the step-by-step guidelines on successfully implementing approaches for real and measurable results available only in these reports.

Details about these updated reports can be found at:

www.ePharmaROI.com : How to Harness the Power of Social Media in Pharmaceutical eMarketing.

www.pharmaprelaunchroi.com : Pre-Launch Planning: Priming your Pharmaceutical Brand for Profit and Success.

www.GenericsDefenseStrategies.com : How to Plan an Effective Generics Defense Strategy: Planning, Tactics and Implementation.

www.PatientAdherenceROI.com : Ensuring Profitable Patient Adherence Programs: Using Analytics and Metrics to Improve the Bottom Line

www.PharmaIndustrySFE.com : Pharmaceutical Sales Force Effectiveness Metrics: Are You Measuring the Wrong Things?

www.PharmaMarketingROI.com : Ensuring Profitable Return-on-Investment (ROI) in Pharmaceutical Marketing: Using Analytics and Metrics to Improve the Bottom Line.

www.epharmaroi.com : How To Harness The Power Of Social Media In

Pharmaceutical eMarketing.

About Eularis:

Eularis provides sophisticated pharmaceutical analytics that provide data-driven insight into the financial impact of corporate and marketing decisions. Unlike traditional analytics approaches, whose reliance on historical or analogue data reduces their accuracy, Eularis' proprietary 94.8 Analytics Process is based on the current market situation. This proven approach helps pharmaceutical marketing teams to quickly plan, measure, validate and optimize their sales and marketing performance.

The company has developed significant experience in the global pharmaceutical market through client engagements with AstraZeneca, GlaxoSmithKline, Merck, Pfizer and many others.

For more information about Eularis, visit www.eularis.com.

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