

China Pharmaceutical Guide (Annual)

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 26 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
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(iv) print no more than one copy per named and authorized User of such Materials and/or Products; and

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(vi) allow any person to use and/or gain access to the Materials, Products and/or Data other than in accordance with these Terms;

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(ii) download and store no more than one copy per named and authorized User of such Materials and/or Products in machine readable form;

(iii) use limited and insubstantial extracts from the Data for external purposes provided that WiCON's copyright notice is included in the document and (expressly and with reasonable prominence and otherwise in a form approved by WiCON), WiCON is acknowledged as the source of the Data so used and where extracts of the Data are contained in documents which are to be included in press releases and/or otherwise made publicly available, such extracts of the Data shall (unless otherwise agreed with WiCON) not be released unless either a proof, copy or relevant section of the document is supplied to WiCON for release authorization during US office hours and WiCON gives such authorization in writing - WiCON will not unreasonably withhold or delay such authorization;

(iv) print no more than one copy per named and authorized User of such Materials and/or Products; and

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- (vi) allow any person to use and/or gain access to the Materials, Products and/or Data other than in accordance with these Terms;
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