

Europe Biosimilars—Oncology



Competitive Analysis of Select Biosimilars Sales and Marketing Organizations in Five Major European Markets September 2019 Edition



France



Germany



Italy



Spain



UK

The global biosimilars market is growing with new entrants being approved at a rapid pace. PharmaForce International is committed to being your organization's reliable source for primary market intelligence on emerging biosimilar products. Our research provides comprehensive insight into oncology biosimilar operations in Europe using unparalleled, in-depth analysis of the commercial operations supporting key brands around the world.

Details for each company in the report include:

- Strategic overview of the oncology biosimilars franchise
- Distribution of key personnel by function
 - Sales Representatives
 - Field Sales Managers
 - Key Account Managers
 - Market Access Personnel
 - Product Management
 - Medical Liaison Personnel
 - Senior Management
- Organizational structure/reporting relationships
- Product portfolio and FTE analysis by brand and target audience
- Detailing Intensity Analysis
- Compensation of Sales Representatives

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