

Europe Biosimilars



Competitive Analysis of Select Biosimilars Sales and Marketing Organizations in Five Major European Markets 2016 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 in the emerging biosimilars therapeutic area. PharmaForce International is the market leader in biosimilars market intelligence and benchmarking in Europe.

Details for each company in the report include:

- Strategic overview of the 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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