+44 20 8123 2220
info@marketpublishers.com

The GSK Intelligence Dossier

https://marketpublishers.com/r/GA3AAB82834EN.html
Date: November 2009
Pages: 53
Price: US$ 295.00 (Single User License)
ID: GA3AAB82834EN

Abstracts

After two anemic years, GSK is ready to breathe new life.

Despite intense competition from generics in the US, the company has finally reported a healthy growth in the third quarter of 2009.

Now, eager to establish a forward-looking presence in emerging pharma markets that are growing at between 14 and 15 per cent, per year, GSK is capitalizing on its success and determining its future. Already, the pharma giant has purchased branded generic business from Bristol-Myers Squibb in key emerging markets for more than $23 million and in July, announced the completion of its $2.9 billion acquisition of Steifel. Between those purchases and other strategies such as the possibility of a $165 million, five per cent stake in Indian pharma company Dr Reddy's, the company has registered a Q3 increase in sales of 25 per cent in emerging markets.

Yet despite overwhelmingly positive presence in the media—61 per cent of GSK's third quarter news articles were positive, thanks to the undisputed success of the H1N1 vaccine, according to FirstWord's analysis—the company has faced serious setbacks: Previously profitable product lines facing heavy competition have been divested in favour of new innovations, the launch of a generic for GSK's Imitrex was announced and, most devastatingly, came news of Paxil's side effects on the foetus.

In what has been a tumultuous period of challenges and problems, the question remains: Will GSK sustain its healthy glow?

Key insights on critical developments at GSK

In The GSK Intelligence Dossier, FirstWord charts GSK's current and future health by examining the news events behind 365 second and third quarter headlines, covering

+44 20 8123 2220
info@marketpublishers.com

everything from GSK’s strategic acquisitions and drug pipeline to its dramatic profits in emerging markets. In the 50-plus page dossier, FirstWord analyzes not just news sentiment and content, but offers a breakdown of topics covered both in charts and in concise, clear-visioned reporting.

The report reviews Q2 and Q3 events at GSK to establish:

- Strategic moves by GSK both corporately and in R&D to establish a solid footing in quickly emerging pharma markets
- The greatest areas of news coverage, divided by drug and research, corporate and financial categories

The report

- Offers a detailed synopsis of major events, their coverage and corporate responses
- Reviews which news stories garnered positive and negative spins by month and topic, including on mergers, acquisitions, patient support programs, R&D and regulatory updates
- Updates all GSK and GSK-partnered product lines from Arzerra and Benlysta to Pandemrix and Relenza, cast against the backdrop of clinical trial results, approvals and post-market study outcomes
- Discusses critical strategies by GSK into emerging markets such as Jordan, Syria, Libya, Yemen and India, as well as their successes and ongoing issues
- Delivers a general company overview, including stakeholder details, financials and Phase III pipeline

+44 20 8123 2220
info@marketpublishers.com

Contents

NEWS ANALYSIS

NEWS BREAKDOWN

Q3 2009
Q2 2009

NEWS ON GSK IN Q3 2009

Positive News
- Corporate
  - Mergers and Acquisitions
  - Patient Support Programmes
- Research and Development
  - Cervarix
  - Benlysta (belimumab)
  - Denosumab
  - Pandemrix (H1N1 vaccine)
  - Tykerb (lapatinib)
  - Hiberix
  - Arzerra (ofatumumab)
  - Promacta (eltrombopag)
  - Relenza (zanamivir)
  - Retigabine
  - Serevent (salmeterol)
  - Synflorix
  - Tezir (fosamprenavir)
  - Typherix
  - Otelixizumab
  - Early Stage Drugs
  - S/GSK1265744 and S/GSK1349572
  - QS-21
- Financial News

Negative news
- Paxil
- Bosatria (mepolizumab)
- Cervarix

+44 20 8123 2220
info@marketpublishers.com

Generics
Clinical Trials
Competitor Activity
Regulatory

NEWS ON GSK IN Q2 2009

Positive News
Regulatory
Corporate and Research Partnerships
Clinical Trials
Negative News
GSK - Background Information
Key Executives
GSK Stake Holder Engagements
Finance
GSK Late Stage Pipeline

APPENDIX

Q3 NEWS HEADLINES
Q2 NEWS HEADLINES

INDEX

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: The GSK Intelligence Dossier
Product link: https://marketpublishers.com/r/GA3AAB82834EN.html
Price: US$ 295.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/GA3AAB82834EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970