

Johnson & Johnson: Positioning for Market Leadership?

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Abstracts

How does the world's 7th largest pharma company plan to grow its pharmaceutical revenues?

For competitors and investors alike this is a key question, and one that must be considered in the light of two recent and significant developments.

The acquisition by Johnson & Johnson of Cougar Biotechnology for almost US\$1 billion in May 2009 spearheads a move by the company to become a top 5 player in the fast-growing oncology sector - a therapy area relatively new to J&J.

An audacious move to secure the non-US distribution rights to Remicade and Simponi from Schering-Plough; a move triggered by the proposed merger of Schering-Plough with Merck & Co. If successful, this would add significant revenues to J&J's coffers at a stroke.

The focus on novel oncology product development is timely. Although J&J can boast 9 blockbusters in its product line-up, it is feeling the pressure of generic competition on Risperdal and Topamax; a situation that will not be improved by the loss of patent protection for Levaquin and Remicade in the medium term.

Easily assess J&J's strategy!

For a complete and concise assessment of J&J's strategic thinking and development, turn to this new Firstword report Johnson & Johnson: Pharma Growth Strategy. Using primary source data and information, this 25-page report presents a timely, comprehensive yet easy-to-read briefing for all executives tracking developments at one

of the industry's major players.

This sharply-focussed, cost-effective report will tell you:

the current product range and sales performance;

J&J's strategic plan and how is it being deployed;

the focus of J&J's research pipeline and the ambition for oncology market leadership;

the strategic thinking underpinning development in key emerging markets, such as India and China;

the implications of the Merck & Co/Schering-Plough merger for J&J; and

expected product filings in key markets around the world.

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