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The Novartis Intelligence Dossier

https://marketpublishers.com/r/N67B478C9E6EN.html
Date: November 2009
Pages: 55
Price: US$ 295.00 (Single User License)
ID: N67B478C9E6EN

Abstracts

International censure over Novartis' grave delays in supplying the H1N1 vaccine.

Renewed criticism by an institutional investor for CEO Daniel Vasella's substantial pay package and considerable power.

A $3.2 million US court decision against Novartis for failing to disclose the risk of degenerative bone disease associated with its therapeutic, Zometa.

After a disastrous stumble onto newspaper front pages in the third quarter that saw nearly 25 per cent articles branded negative, things could only get better for Novartis. And fortunately, they did.

With the completion of its $1.3 million acquisition of EBEWE Pharma's specialty generic injectables business through its generic grand, Sandoz, Novartis tweaked its public profile with plans to establish a new business unit and global centre of excellence in generic oncology injectables. Then, reviewed by one analyst as "a proven innovation engine", Novartis found its stock tipped from 'hold' to 'buy', after its pipeline was described as one of the most promising in the industry. And internationally, the good news continued: The company announced an aggressive $1 billion, five year R&D investment cycle in China, while divulging that new additions to its line up with mean Novartis will have 13 new generics introduced in Japan by year's end, and another 10 new drugs marketed until 2014.

Now banking on 60 per cent positive news reports from the third quarter and a predicted 10 per cent growth in sales throughout 2010, the question remains: Can Novartis continue its climb?

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Key insights on critical developments at Novartis

FirstWord's report The Novartis Intelligence Dossier gauges Novartis' corporate, R&D, financial and international profile by analyzing more than 160 Q3 news articles and reports dealing with every aspect of the company's business, from the top down. From outrage over executives' pay and benefits package to a one of the most promising R&D portfolio's in the industry, FirstWord's 50-plus page dossier delves into news sentiment — and the news that created it — to give you critical information for your operations.

The report reviews Q3 developments to establish:

- The current--and future--corporate and financial environment in which Novartis exists
- The events reported on most often, judged according to news sentiment and sorted by the categories of corporate, financial, R&D, international, marketing and regulatory affairs

The report

- Delves deeply into Q3 events at Novartis, compiling a concise, analytical view of developments affecting the company now and looking ahead
- Reviews news stories, headlines, analyst opinions and public perception in a range of categories, including new drug announcements, mergers and acquisitions, future marketing, sales expectations and lawsuits
- Updates patent approvals, setbacks, regulatory successes and leading or emerging Novartis product lines such as Tasigna (nilotinib) and Zalbin (albinterferon alfa-2b)
- Discusses Novartis' presence in China and Japan, as well as setbacks and developments in India
- Delivers a financial and corporate overview, including key patent expiry dates,

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revenue performance by product line and pipeline development

Critical information included in this report

Detailed news sentiment analysis, categorised by topic and drug

Overview of new therapeutic developments, acquisitions, mergers, legal challenges and future profit expectations

Full listing of articles forming the basis of the news sentiment analysis

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