

# The Pfizer Intelligence Dossier

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## Abstracts

In boardrooms, around water coolers and behind closed office doors, decision-makers in the pharmaceutical industry are asking questions: What's happening with Pfizer? What developments have occurred in the last quarter? And how will it affect us?

With Pfizer's recent US\$68 billion acquisition of Wyeth, it's not surprising. While the multinational giant has refused to seed speculation about potential cuts to its immediate R&D budget, early indications from the combined company suggest it will narrow its focus to cancer, neurological disease, disorders, pain therapy, diabetes, heart and circulatory disease, antibacterial agents and vaccines.

Even more compelling, however, is that the company's third quarter of 2009 began with news of a 19 per cent drop in second-quarter profit to \$2.3 billion, due to a series of missteps and lost patent protections that will inevitably lead to generic brand competition internationally. According to Morgan Stanley investment analysts, "investors have given up on Pfizer's pipeline after a series of failures over the last two years". Overshadowing that development is major litigation involving Bextra and Neurontin. Yet despite that, the company retains a strong position, with the majority of news reports analyzed as positive.

So what is happening with Pfizer? In a word, plenty. But the real question is: How are you going to keep track of it all?

## Key insights on critical industry developments

FirstWord's new series of Company Intelligence Dossiers provides an overview of Q3 developments in the Pfizer universe, including a detailed snapshot of its position from a financial, corporate, international and R&D point of view. The report analyzes 110 articles published in the media about Pfizer in the third quarter by topic and impact –

positive, neutral or negative -- on brand perception as well as what underlies those views, to keep you updated on the company's strengths and weaknesses.

### **The report reviews Pfizer's Q3 progress to establish:**

The company's current financial, corporate and public outlook and position

An overview of key developments to give competitors critical information

### **The report**

Offers a concise, visual breakdown of 110 news reports published during the third quarter, analyzed by topic, sentiment and topic addressed

Outlines key negatives in reporting, such as profit drops, generic brand approvals of Viagra, Cleocin, Lipitor and Ellence, as well as current litigation

Reviews major global mergers and acquisitions, including the Wyeth takeover, stake holdings in India, initiatives in China and the Nigerian compensation settlements

Examines R&D as well as marketing news for a wide range of compounds

Provides substantial financial, product and R&D collaterals to put developments in perspective

### **Critical information included in the report**

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R&D Portfolio

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