

# The 2011 Leading Pharmaceutical Companies Marketing Tactics

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## Abstracts

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For each company, the analysis presents:

Sales force in the U.S., Europe, Asia, and other geographic regions.

Distribution strategies.

Major promotional tactics.

The companies analyzed in the report:

- AstraZeneca
- Bristol-Myers Squibb
- GlaxoSmithKline
- Johnson & Johnson
- Merck
- Novartis
- Pfizer
- Roche
- Sanofi-Aventis
- Wyeth

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