

## The 2011 Leading Pharmaceutical Companies Strategic Directions

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For each company, the report provides insightful strategic assessments, including:

Major strengths and weaknesses.

Business, new product development, and marketing objectives and strategies.

Anticipated acquisitions, joint ventures and divestitures.

The companies analyzed in the report:

- AstraZeneca
- Bristol-Myers Squibb
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- Johnson & Johnson
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- Novartis
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- Sanofi-Aventis
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