

Competitive Benchmarking of Leading Immunology Sales and Marketing Organizations in Europe: Commercial Operations Approaches

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Based on information derived from primary research conducted by skilled competitive intelligence professionals, this report benchmarks commercial operations for leading companies competing in the dynamic immunology specialty market.

Allow clients to analyze the commercial functions of the target immunology franchises of leading pharmaceutical companies in terms of:

- Strategic overview of the immunology franchise
- Distribution of key personnel by function
- Organizational structure/reporting relationships
- Product portfolio and FTE analysis by brand and by target audience
- Detailing Intensity Analysis
- Market access personnel supporting immunology
- Key Account Managers supporting immunology
- Medical Liaisons supporting immunology
- Compensation for select immunology sales personnel

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