

Japan Immunology



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

Available for client delivery: November 2016

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 target audience
- Detailing intensity analysis
- Medical liaisons supporting immunology
- Compensation for select immunology sales personnel

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