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Nota di contenuto	Cover; Contents; List of Figures; List of Tables; List of Abbreviations; Acknowledgements; Foreword; 1 THE PAST AND THE PRESENT; 2 THE FORECASTING PROCESS; 3 NEW PRODUCT FORECASTING; 4 IN-MARKET PRODUCT FORECASTING; 5 THOUGHTS FOR THE FUTURE; 6 PHARMACO - A FORECASTING CASE STUDY; Appendix: Forecast Techniques; References and Further Reading; Index
Sommario/riassunto	The author explores the pharmaceutical forecasting process; the varied tools and methods for new product and in-market forecasting; how they can be used to communicate market dynamics to the various stakeholders; and the strengths and weaknesses of differ