

1. Record Nr.	UNINA9910961132103321
Autore	Cook Arthur G
Titolo	Forecasting for the pharmaceutical industry : models for new product and in-market forecasting and how to use them / / Arthur G. Cook
Pubbl/distr/stampa	Aldershot, England ; ; Burlington, VT, : Gower, c2006
ISBN	9786611968694 9781351158152 1351158155 9780815389040 0815389043 9781351158169 1351158163 9781351158145 1351158147 9781281968692 1281968692 9780754685579 0754685578 9780830587176
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xvii, 141 pages) : illustrations
Disciplina	615.1068/4
Soggetti	Pharmaceutical industry - Forecasting Pharmaceutical industry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (p. 135-137) and index.
Nota di contenuto	The past and the present -- The forecasting process -- New Product forecasting -- In-market product forecasting -- Thoughts for the future -- Pharmaco, a forecasting case study.
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

2. Record Nr.	UNINA9910962059903321
Titolo	Gender and development : : an evaluation of World Bank support, 2002-08
Pubbl/distr/stampa	Washington, D.C. : , : World Bank, 2010
ISBN	1-283-06595-9 9786613065957 0-8213-8326-4
Edizione	[1st ed.]
Descrizione fisica	xxii, 98 pages : illustrations ; ; 28 cm
Collana	IEG study series
Disciplina	306.3615
Soggetti	Women in development Sex role
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; Title Page; Copyright; Table of Contents; Abbreviations; Acknowledgments; Foreword; Executive Summary; Management Response; Summary of Discussions of Executive Directors and of the Board Committee on Development Effectiveness; Advisory Panel Statement; 1. Evolution of the World Bank's Gender Policy; 1977-2001: Enhancing Women's Participation in Development; 2001-09: Strengthened Country-Level Approach; 2. Design of the Evaluation; Evaluation Approach and Methodology; Organization of the Report; 3. Relevance and Appropriateness of the World Bank's Gender Policy Relevance of Policy Objectives to the Bank's Mandate Relevance of Objectives for Bank Client Countries; Appropriateness of Policy Design; 4. Implementation of the Bank's Gender Policy; Diagnosing Country Context through CGAs; Integration of Gender Issues into CASS; Gender Integration by Sector Board; Gender Integration in Project Design; Gender Integration in DPOs; Conclusion; 5. Institutional Arrangements and Incentives; Accountabilities for Gender Integration; Staffing and Skills; Incremental Budget for Gender Integration; Partnerships; Monitoring and Evaluation; Key Findings 6. Results of Bank Support-What Worked Well? What Did Not? Results of Bank Support in 12 Focus Countries; Enhanced Human Capital; Equal Access to Economic Assets and Opportunities; Increased Voice of

Women in Development; Gender in DPOs; What Worked Well?; 7. Findings and Recommendations; Findings; Recommendations; Appendixes; Appendix A: Evaluation Methodology; Appendix B: Summary Findings of Literature Review on Gender, Poverty Reduction, and Economic Growth; Appendix C: Econometric Analysis; Appendix D: Inclusion and Women's Empowerment in Afghanistan; Endnotes; Bibliography; Back Cover

Sommario/riassunto

This evaluation assesses the effectiveness of the World Bank's 2001 gender strategy and the results thereof. Covering the period fiscal 2002-08, the evaluation finds that the Bank made progress in gender integration compared with an earlier IEG evaluation on gender covering the period fiscal 1990-99. Gender integration into Bank support increased both in quantity and in scope, and more than half of relevant projects integrated gender concerns. With regard to outcomes, detailed reviews were undertaken in 12 focus countries, and the evaluation finds that Bank support likely contributed to increa
