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"Can You Handle the Truth?"

"CMR International 2005/2006 Pharmaceutical R&D e-Factbook"

CMR International, 2005, 200 pages, pricing: paper £1,000, paper & CD-ROM £1,500, enterprise license £5,000

Review by Norman M. Goldfarb

"CMR International 2005/2006 Pharmaceutical R&D e-Factbook" is a compendium of high-quality images of high-quality data.

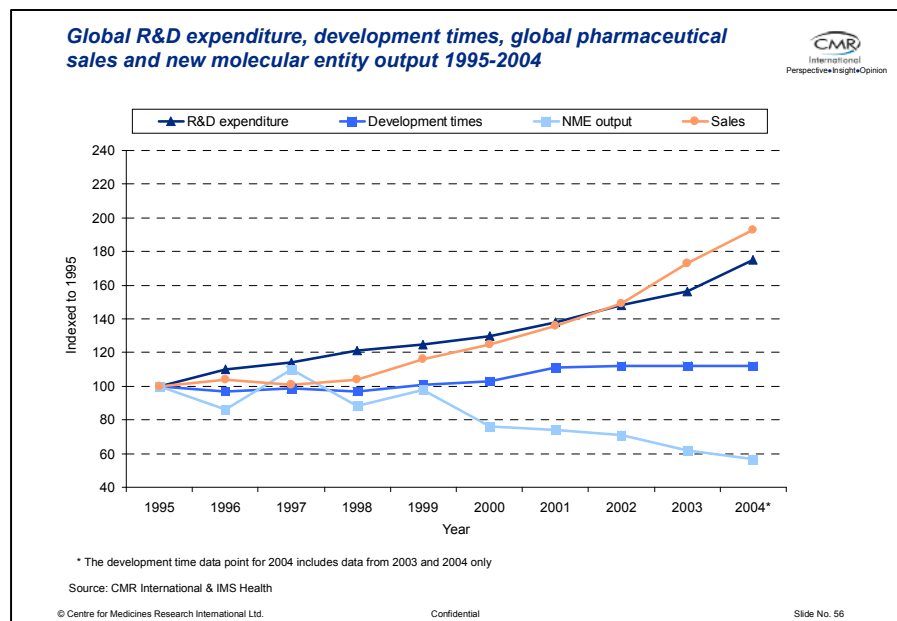
The book includes 45 charts, 1 table, and 6 graphics in six categories:

- R&D Investment
- R&D Functions
- R&D Pipeline
- Success Rates
- New Molecular Entity First Launch Activities
- Global Sales

Most of the underlying data is from primary research conducted by CMR with 30 leading pharmaceutical companies. The charts are accompanied by the key messages for the interpretation-challenged. For a delightful change from most data in the industry, descriptions of methodology, definitions and data sources provide assurance that the charts mean what they

claim to mean. The CD-ROM is available in PowerPoint or PDF formats. The elegant images, such as the one presented here in miniature, can be copied and pasted into your own presentations

The book is available at www.cmr.org. The table of contents is at <http://www.cmr.org/pdf/CMRInternational2005-6PharmaceuticalRDFactbookFlyer.pdf>



Norman M. Goldfarb is Managing Partner of First Clinical Research, a provider of a clinical research best practices consulting, training, implementation and research services. Contact him at (650) 465-0119 or ngoldfarb@firstclinical.com.