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## Cancer Therapeutics: Market Insight & Pipeline Analysis

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### Report Summary

#### Objectives and Scope

The intention of this study is to provide a detailed and thorough analysis of the present and future global market for cancer therapeutics. This report analyzes in detail the markets for colorectal cancer, prostate cancer, lung cancer, breast cancer, leukemia and non-Hodgkin's lymphoma. Therapies for other types of cancer are discussed throughout the report, but are limited to the Company Briefs chapter and various tables throughout the report. This report examines these major cancer markets in light of newly emerging therapeutics, shifting market shares and line extensions for major products on the market.

#### Reason for this study

The overall economic cost of cancer is staggering. The US National Institutes of Health (NIH) estimates overall costs of cancer in the U.S. in 2006 at \$206.3 billion with \$78.2 billion in direct medical costs. Further the WHO predicts that global cases of cancer will rise to 15 million new cases by 2020, an increase of 50% over 2005's rate. These staggering numbers indicate the importance of effective therapies in treating this epidemic. There is today still a strong need for therapies that more specifically target cancer cells extend progression-free survival rates provide patients with metastatic cancer better treatment options

#### What questions does this report answer

What is the current market status of cancer therapeutics in general and with regard to specific types of cancer'

What are the strengths, weaknesses, opportunities and threats facing various cancer therapeutics already on the market and ones still in the clinic'

What are the major issues involved in the research and development of more effective cancer therapeutics'

Which new cancer therapeutics in development are nearing the market' And how are they performing in the clinic'

#### Key features of this Report

Market analysis of cancer therapeutics, by product, class, cancer type, region/country and company

SWOT (strengths, weaknesses, opportunities, threats) analysis for key products on the market as well as for key emerging products

A thorough overview of treatment regimens for various cancers, including detailed information and analysis of first-line, second-line and third-line treatment options

Financial forecasts, by individual cancer therapy and cancer type

Explanations of key technologies and mechanism of action of new classes of cancer drugs

Thorough descriptions of important areas of research and development in cancer therapeutics and cancer vaccines

Focused analysis of the global prevalence of cancer: incidence, mortality and survival rates as they relate to new directions in cancer research

Company briefs of stakeholders and companies active in cancer therapy R&D

Over 145 tables/graphs analyzing the current and future market, disease incidence and R&D pipelines for cancer therapeutics

Presentation and analysis of clinical data underscoring success of key therapies

Market share data for leading companies and products in the field

Profiles of leading products in the major cancer markets and analysis of their market impact

What makes this report topical'

Increasing need for healthcare and pharmaceutical cost-containment in both public and private spheres

Focus on introduction of standards in healthcare

Rising involvement of patients in their own healthcare and rising demand for higher quality care

Increasing use of information technology (IT) in healthcare, which provides easier access to various data and analysis

Large investments in new medical technologies and pharmaceuticals requiring high prices, rendering publicly-funded pharmaceutical reimbursement highly desirable

Unique features of this report

Thorough descriptions of key evidence-based medicine practices in major global medical and pharmaceutical markets

Discussion of evidence-based medicine's future from the point of view of medical advances, not just practical considerations

Analysis of evidence-based medicine from the point of view of pharmaceutical reimbursement

Critical assessment of evidence-based medicine's advantages and disadvantages

## Table of Content

1 Executive Summary

2 The Global Impact of Cancer

2.1 Lung Cancer is the World's Biggest Cancer Killer

2.2 The Causes of Cancer

2.3 Incidence in Developing Countries

2.4 Cancer Prevention

2.5 Incidence in the United States

2.5.1 Cancer Accounts for over 20% of All Deaths in the US

2.5.2 US Cancer Diagnosis Rates

2.5.3 US Cancer Deaths: Lung Cancer is the Biggest Killer

2.5.4 US Smoking Prevalence

2.5.5 Cancer Survival Rate Has Increased Since 1975

2.5.6 Lifetime Probabilities of Developing Cancer, US

2.6 Economic Impact

2.7 Epidemiology of Select Cancers

2.7.1 Colorectal Cancer

2.7.2 Lung Cancer

2.7.3 Prostate Cancer

2.7.4 Breast Cancer

2.7.5 Pancreatic Cancer

2.7.6 Melanoma

2.7.7 Leukemia

2.7.8 Non-Hodgkin's Lymphoma

2.8 Unmet Need in Cancer Therapy

## 3 Product, Company and Geographic Market Analysis

- 3.1 Cancer Market Overview
- 3.2 Market Analysis - by Product Class
- 3.3 Market Analysis - Hormonal Therapies
- 3.4 Market Analysis - Aromatase Inhibitors
- 3.5 Market Analysis - Cytotoxics
- 3.6 Market Analysis - Monoclonal Antibodies
- 3.7 Market Analysis - Key Products
- 3.8 Market Analysis - Companies
- 3.9 Market Analysis - Country and Region
  - 3.9.1 Emerging Cancer Markets
- 3.10 Market Analysis - Generic Cancer Therapies
- 3.11 Key Patent Expirations
- 3.12 Cancer Vaccines - High Market Potential'

## 4 The Colorectal Cancer Therapy Market

- 4.1 Current Treatment of Colorectal Cancer
  - 4.1.1 Surgery
  - 4.1.2 Radiation Therapy
  - 4.1.3 The Clinical Use of Cytotoxic Chemotherapy in CRC
  - 4.1.4 Adjuvant Chemotherapy for Advanced CRC
  - 4.1.5 First and Second Line Treatments for CRC
  - 4.1.6 Biologic Therapies for CRC
- 4.2 Pricing Considerations
- 4.3 Key Cytotoxics on the Market
  - 4.3.1 Eloxatin
  - 4.3.2 Camptosar
  - 4.3.3 Xeloda
- 4.4 Key Biologics on the Market
  - 4.4.1 Avastin
  - 4.4.2 Erbitux
  - 4.4.3 Vectibix: A New Monoclonal Antibody for the Treatment of Colorectal Cancer
  - 4.4.4 Market Impact of Vectibix
- 4.5 An Overview of the Market for Colorectal Cancer Therapies
- 4.6 The Impact of Biologics on the CRC Therapy Market
- 4.7 SWOT Analysis for Key Products
- 4.8 Unmet Need in Colorectal Cancer Therapy
- 4.9 Colorectal Cancer R&D Pipeline Analysis
  - 4.9.1 Key Products in Development
- 4.1 The Outlook for Colorectal Cancer Therapy
  - 4.1.1 Financial Forecast

## 5 The Prostate Cancer Therapy Market

- 5.1 Current Treatment of Prostate Cancer
  - 5.1.1 Surgery
  - 5.1.2 Radiation Therapy
  - 5.1.3 Hormone Therapy
  - 5.1.4 Cytotoxics
  - 5.1.5 Combination Therapies in the Treatment of Prostate Cancer
  - 5.1.6 Continuous vs. Intermittent Hormonal Treatment

## 5.2 An Overview of the Market for Prostate Cancer Therapies

### 5.2.1 Patent Expirations Will Threaten Revenues

## 5.3 The Prostate Cancer Market Sees Innovation in Drug Delivery Rather than New Drug Type

## 5.4 SWOT Analysis for Key Products

## 5.5 Unmet Need in Prostate Cancer Therapy

## 5.6 Prostate Cancer R & D Pipeline Analysis

### 5.6.1 Key Products in Late-Stage Development

## 5.7 SWOT Analysis for Key Products in Development

## 5.8 The Outlook for Prostate Cancer Therapy

## 5.9 Financial Forecast

## 6 The Lung Cancer Therapy Market

## 6.1 Current Treatment of Lung Cancer

### 6.1.1 Surgery

### 6.1.2 Radiation Therapy

### 6.1.3 Chemotherapy

### 6.1.4 Targeted Therapies

## 6.2 Market Analysis

### 6.2.1 A Strong Future for Alimta'

## 6.3 A Progress Report on New Targeted Therapies

### 6.3.1 Iressa Proves a Disappointment

### 6.3.2 Tarceva

### 6.3.3 Avastin

## 6.4 SWOT Analysis for Key Products

## 6.5 Unmet Need in Lung Cancer Therapy

## 6.6 Lung Cancer R&D Pipeline Analysis

### 6.6.1 Mixed Clinical Results for Avastin

### 6.6.2 Erbitux Improves Lung Cancer Survival

### 6.6.3 Zactima

### 6.6.4 Recentin Trial

## 6.7 The Outlook for Lung Cancer Therapies

## 6.8 Financial Forecast

## 7 The Breast Cancer Therapy Market

## 7.1 Current Treatment of Breast Cancer

### 7.1.1 Surgery

### 7.1.2 Radiation Therapy

### 7.1.3 Hormonal Therapy

### 7.1.4 Cytotoxics

### 7.1.5 Herceptin

## 7.2 Market Analysis

### 7.2.1 Market Analysis - Cytotoxics

### 7.2.2 Market Analysis - Key Products

## 7.3 SWOT Analysis for Key Products

## 7.4 Unmet Need in Breast Cancer Therapy

## 7.5 Breast Cancer R&D Pipeline Analysis

### 7.5.1 Taxol vs. Taxotere in Early Breast Cancer

### 7.5.2 Taxane Combinations vs. Anthracyclines

### 7.5.3 Zometa and Early Breast Cancer Treatment

### 7.5.4 Tykerb plus Herceptin

7.6 The Outlook for Breast Cancer Therapy

7.7 Financial Forecast

8 The Leukemia Therapy Market

8.1 Comparison of Leukemia Types and Incidence Rates

8.2 Treatment Options for Leukemia by Type

8.2.1 Acute Lymphocytic Leukemia (ALL)

8.2.2 Chronic Lymphocytic Leukemia (CLL)

8.2.3 Acute Myelogenous Leukemia (AML)

8.2.4 Chronic Myelogenous Leukemia (CML)

8.3 Survival Rates

8.4 Death Rates

8.5 Key Therapies - Gleevec

8.6 Key Therapies - Sprycel

8.7 Key Therapies - Tasigna

8.8 Key Therapies - Ceflatonin

8.9 Market Analysis

8.1 SWOT Analysis of the Main Drugs Used in CML

8.11 New Therapies in Development

8.11.1 Phase III Trial for Sprycel Allows Dose Change

8.11.2 Sprycel for Gleevec-Resistant CML

8.11.3 A Phase III Trial of High-dose Gleevec

8.11.4 1.10.3 A Phase III Trial Comparing Tasigna with Gleevec

8.11.5 Tasigna for Gleevec-Resistant CML

8.11.6 Ofatumumab for CLL

8.12 The Outlook for CML Therapies

9 The Non-Hodgkin's Lymphoma Therapy Market

9.1 The Types of Non-Hodgkin's Lymphoma

9.2 The Stages of NHL

9.3 Treatment for NHL: Chemotherapy and Radiotherapy

9.3.1 Chemotherapy

9.3.2 Hematopoietic Stem Cell Transplantation

9.3.3 Antibody Therapies for NHL

9.3.4 Bexxar

9.3.5 Zevalin

9.3.6 Rituxan

9.4 The Market for NHL Therapies

9.5 NHL R&D Pipeline Analysis

9.5.1 Enzastaurin

9.5.2 Galiximab

9.5.3 Pixantrone

9.5.4 Mozobil

9.6 The Outlook for NHL Therapies

10 Company Briefs

10.1 Aeterna Zentaris

10.2 Amgen

10.3 Antigenics

10.4 Antisoma

10.5 AstraZeneca  
 10.6 Bayer Schering  
 10.7 Biogen Idec  
 10.8 Bristol-Myers Squibb  
 10.9 Celgene  
 10.1 Cell Genesys  
 10.11 Dendreon  
 10.12 Eli Lilly  
 10.13 Genentech  
 10.14 Genitope  
 10.15 Genmab  
 10.16 Genta  
 10.17 Genzyme (Oncology)  
 10.18 GlaxoSmithKline  
 10.19 ImClone Systems Incorporated  
 10.2 Lorus Therapeutics  
 10.21 Medarex  
 10.22 MedImmune  
 10.23 Merck & Co.  
 10.24 Novartis  
 10.25 Oncothyreon (formerly Biomira)  
 10.26 Pfizer  
 10.27 Roche  
 10.28 Sanofi Aventis  
 10.29 Seattle Genetics  
 10.3 Vaccinogen  
 10.31 Vical

## TABLES

Table 2.1 Cancer Incidence and Deaths, by Type of Cancer 2007  
 Table 2.2 Cancer Deaths Worldwide by Rank, 2002  
 Table 2.3 Factors Involved in Cancer Development  
 Table 2.4a Cancer Incidence and Mortality Worldwide 2002  
 Table 2.4b World Cancer Incidence, Prevalence and Mortality by Country by Percentage, 2005  
 Table 2.5 Factors Involved in Cancer Prevention  
 Table 2.6 The Leading Causes of Death in the US 2005  
 Table 2.7 Change in US Death Rates by Cause 1950 and 2005  
 Table 2.8 Estimated New Cancer Cases, 2008  
 Table 2.9 Estimated US Cancer Deaths, 2008  
 Table 2.10 Trends in US Five Year Survival Rates (%), 1975-2003  
 Table 2.11 Lifetime Probability of Developing Cancer, 2000-2004  
 Table 2.12 Breast Cancer Survival Rates, by Stage  
 Table 2.13 Breast Cancer Overall Survival Rate  
 Table 3.1 Principal Cancer Drugs, by 2007 Global Revenues (\$mn) and Main Indication  
 Table 3.2 Global Market Share (%) by Cancer Type 2007  
 Table 3.3 Global Revenues (\$mn) by Cancer Type 2002-2007  
 Table 3.4 Global Market Share (%) by Drug Type 2007  
 Table 3.5 Global Market Share (%) by Drug Type 2006  
 Table 3.6 Global Revenues (\$mn) by Drug and Drug Type 2007  
 Table 3.7 Global Revenues (\$mn) by Drug Type 2002-2007

- Table 3.8 Global Revenues (\$mn) of Hormonal Therapies 2002-2007
- Table 3.9 Global Revenues (\$m) of Aromatase Inhibitors and Nolvadex 2002-2007
- Table 3.10 Global Revenues (\$mn) of Cytotoxics 2002-2007
- Table 3.11 Global Revenues (\$mn) of Monoclonal Antibodies 2002-2007
- Table 3.12 Global Revenues (\$m) and Market Share (%) by Drug in Order of Revenues 2007
- Table 3.13 Global Revenues (\$m) by Drug 2002-2007
- Table 3.14 Global Revenues (\$mn) by Company 2007
- Table 3.15 Market Share (%) and Revenue by Company 2007
- Table 3.16 Global Revenues (\$m) by Company 2002-2007
- Table 3.17 Company CAGR 2002-2007
- Table 3.18 Global Cancer Market (%) by Country, 2007
- Table 3.19 Key Patent Expirations in the US Cancer Market
- Table 4.1 The Stages of Colorectal Cancer
- Table 4.2 Principal Therapies for Colorectal Cancer 2008
- Table 4.3 Patent Approval and Expiry dates of Drugs in the Colorectal Market
- Table 4.4 Average Cost of an 8 Week Course of Key Colorectal Cancer Drugs
- Table 4.5 Global Sales (\$m) of Eloxatin 2002-2007
- Table 4.6 Global Sales (\$m) of Camptosar 2002-2007
- Table 4.7 Global Sales (\$m) of Xeloda 2002-2007
- Table 4.8 Global Sales (\$m) of Avastin 2002-2007
- Table 4.9 Global Sales (\$m) of Erbitux, 2002-2007
- Table 4.10 Global Sales (\$m) of Vectibix 2002-2007
- Table 4.11 Global Sales of Colorectal Cancer Drugs (\$m) 2002-2007
- Table 4.12 Sales (\$m) of Biologic Therapies for Colorectal Cancer
- Table 4.13 Global Revenues (\$m) of Cytotoxics for Colorectal Cancer
- Table 4.14 Global Market Share (%) of Biologics and Cytotoxics
- Table 4.15 Global Market Share of Colorectal Cancer Therapies (%),
- Table 4.16 Role of Chemotherapy in Colorectal Survival Rates
- Table 4.17 Top 4 Most Active Companies Involved in Colorectal Cancer
- Table 4.18 Key Colorectal Cancer Therapies in R&D Pipeline
- Table 4.19 Colorectal Cancer Therapies Market Financial Forecast
- Table 5.1 The Stages of Prostate Cancer
- Table 5.2 Key Prostate Cancer Therapies
- Table 5.3 Global Revenues (\$m) for the Prostate Cancer Market
- Table 5.4 Global Hormonal Therapies Revenues (\$m) in 2006 and
- Table 5.5 Global Hormonal Drugs Market Share (%), in 2006 and
- Table 5.6 Key US Patent Expirations in Prostate Cancer Market
- Table 5.7 Hormonal Drugs by Length of Depot
- Table 5.8 Number of Therapies in Development by the Top 5
- Table 5.9 Key Prostate Cancer Therapies in R&D Pipeline
- Table 5.10 Prostate Cancer Therapies Market Financial Forecast
- Table 6.1 Table Stages of Lung Cancer
- Table 6.2 Diagnosis and Survival Rates for NSCLC in US
- Table 6.3 Key Therapies Utilized in the Treatment of Lung Cancer
- Table 6.4 Principal Second-Line Therapies for NSCLC
- Table 6.5 Clinical Efficacy Comparisons for 2nd Line Therapies for NSCLC
- Table 6.6 Global Lung Cancer Therapy Revenues (\$m), 2002-2007
- Table 6.7 Key Lung Cancer Therapies in R&D Pipeline
- Table 6.8 Lung Cancer Therapies Market Financial Forecast 2008-2012 (\$m)
- Table 6.9 Key Patent Expirations in Lung Cancer Market

- Table 7.1 Principal Drugs Used in Breast Cancer
- Table 7.2 Stages of Breast Cancer
- Table 7.3 Profiles of Key Aromatase Inhibitors on Market
- Table 7.4 Profiles of Single-Agent Chemotherapies for Metastatic Breast Cancer
- Table 7.5 Principal Non-chemotherapeutic Therapies for Breast Cancer
- Table 7.6 Breast Cancer Therapies US Patent Information
- Table 7.7 Revenues (\$m) for the Principal Therapies for Breast Cancer 2002-2007
- Table 7.8 World Market Share (%) of Herceptin and Aromatase Inhibitors in the Breast Cancer Market 2006 and 2007
- Table 7.9 Global Market Share (%) of Key Therapies in the Breast Cancer Market 2007
- Table 7.10 Major Uses for Popular Anti-Cancer Agents
- Table 7.11 Key Breast Cancer Therapies in R&D Pipeline
- Table 7.12 Femara vs Arimidex in Clinical Trial Results
- Table 7.13 Breast Cancer Therapies Market Financial Forecast 2008-2012 (\$m)
- Table 8.1 Different Leukemias by Percentage, Estimated 2007
- Table 8.2 Four Major Types of Leukemia
- Table 8.3 Key Drugs on the Global CML Market, 2008
- Table 8.4 Global CML Market Revenues (\$m), 2003-2008
- Table 8.5 Key Leukemia Therapies in R&D Pipeline
- Table 8.6 CML Therapies Market Financial Forecast 2008-2012 (\$m)
- Table 9.1 Drugs Used to Treat NHL, by Patent Expiry
- Table 9.2 Global Sales of Rituxan 2002-2007
- Table 9.3 Key NHL Therapies in R&D Pipeline
- Table 9.4 NHL Therapies Market Financial Forecast 2008-2012
- Table 10.1 Amgen's Oncology R&D Pipeline
- Table 10.2 Clinical Development Status of Oncophage
- Table 10.3 AstraZeneca's Oncology Portfolio
- Table 10.4 AstraZeneca's Oncology Pipeline
- Table 10.5 Bayer Schering's Oncology Pipeline
- Table 10.6 Biogen Idec's Oncology Pipeline
- Table 10.7 Bristol-Myers Squibb's Oncology Portfolio
- Table 10.8 Celgene's Oncology Pipeline
- Table 10.9 Clinical Development of GVAX
- Table 10.10 Dendreon's Vaccine Pipeline
- Table 10.11 Eli Lilly's Oncology Pipeline
- Table 10.12 Genentech's Oncology Pipeline
- Table 10.13 Genmab's Oncology Pipeline
- Table 10.14 Genzyme's Oncology Pipeline
- Table 10.15 GlaxoSmithKline's Oncology Portfolio
- Table 10.16 GlaxoSmithKline's Oncology Pipeline
- Table 10.17 ImClone's Oncology Pipeline
- Table 10.18 Medarex's Oncology Pipeline
- Table 10.19 Oncothyreon's Oncology Pipeline
- Table 10.20 Pfizer's Late-Stage Oncology Pipeline
- Table 10.21 Sanofi-Aventis' Oncology Pipeline
- Table 10.22 Seattle Genetics' Oncology Pipeline

## GRAPHS

- Graph 3.1 Global Market Share (%) by Cancer Type 2007
- Graph 3.2 Global Revenues (\$m) by Cancer Type 2002-2007
- Graph 3.3 Global Market Share (%) by Drug Type 2007

- Graph 3.4 Global Market Share (%) by Drug Type 2006
- Graph 3.5 Global Revenues (\$mn) by Drug Type 2002-2007
- Graph 3.6 Global Revenues (\$m) of Hormonal Therapies 2002-2007
- Graph 3.7 Global Revenues (\$mn) of Aromatase Inhibitors and
- Graph 3.8 Global Revenues (\$mn) of Cytotoxics 2002-2007
- Graph 3.9 Global Revenues (\$mn) of Monoclonal Antibodies 2002-07
- Graph 3.10 Leading Cancer Drugs by Market Share (%) 2007
- Graph 3.11 Company Revenues by Market Share (%) 2007
- Graph 3.12 Global Revenues (\$m) by Company 2002-2007
- Graph 3.13 Global Cancer Market (%) by Country/Region 2007
- Graph 4.1 Global Sales of Colorectal Cancer Therapies (\$m) 2002-2007
- Graph 4.2 Market Share of Key Colorectal Cancer Therapies (%)
- Graph 4.3 Number of Colorectal Cancer Therapies in R&D by Clinical
- Graph 4.4 Colorectal Cancer Therapies Market Financial Forecast
- Graph 5.1 Global Revenues (\$m) for the Prostate Cancer Market
- Graph 5.2 Global Hormonal Therapy Market Share (%), 2007
- Graph 5.3 Prostate Cancer Therapies in R&D, by Clinical Trial Phase
- Graph 5.4 Prostate Cancer Therapies Market Financial Forecast
- Graph 6.1 Global Lung Cancer Therapy Revenues (\$m), 2002-2007
- Graph 6.2 Lung Cancer Therapies in R&D, by Clinical Trial Phase
- Graph 6.3 Lung Cancer Therapies Market Financial Forecast 2008-2012 (\$m)
- Graph 7.1 Revenues (\$m) for Principal Therapies for Breast Cancer 2002-2007
- Graph 7.2 Global Market Share (%) of Key Therapies in the Breast Cancer Market 2007
- Graph 7.3 Breast Cancer Therapies Market Financial Forecast 2008-2012 (\$m)
- Graph 8.1 Global CML Market Revenues (\$m), 2003-2007
- Graph 8.2 CML Therapies Market Financial Forecast 2008-2012 (\$m)
- Graph 9.1 Global Sales of Rituxan 2002-2007
- Graph 9.2 Number of Drugs in NHL Trials
- Graph 9.3 NHL Therapies Market Financial Forecast 2008-2012
- Graph 2.1 Total Pharma R&D Expenditure (US\$ billion)
- Graph 2.2 Total Pharma Clinical Outsourcing Expenditure (US\$ billion)
- Graph 2.3 Global Clinical Research Personnel
- Graph 2.4 Pivotal Trial Milestones
- Graph 2.5 Case Report Form Queries/Page Screen
- Graph 2.6 Contract Research Organization Global Industry Revenues
- Graph 2.7 Location of New Offices for US-Based CROs
- Graph 3.1 Fee Partition
- Graph 3.2 Clinical Trials Registered in Western Pharmaceutical Companies in Poland 1995-2001
- Graph 3.3 Clinical Trials Registered by Western Pharmaceutical Companies in Hungary 1992-2000
- Graph 3.4 Drug Sales in the Eight New EU Member States in 2004
- Graph 4.1 Number of Human Clinical Trials in Selected Countries (2006)
- Graph 5.1 Cost Savings of Clinical Trials in India
- Graph 6.1 International Clinical Trials Cost Comparisons in Terms of Overall Pharmaceutical Manufacturing Costs
- Graph 6.2 Mean Fee per Patient (in AU\$)
- Graph 6.3 Schemes, Location and Phases of Clinical Trials in Australia
- Graph 7.1 Proposed EDCTP Expenditure (203-2007)
- Graph 8.1 Estimated Annual National Health Expenditure as a Proportion of GDP in Select Latin American Countries
- Graph 8.2 Leading Causes of Death in Latin America
- Graph 8.3 Key Areas of Latin American Investigators' Expertise
- Graph 8.4 Most Common Pending Issues from the Brazilian Ministry of Health
- Graph 8.5 Therapeutic Breakdown of Current Clinical Research in Argentina

- Graph 8.6 Lilly Argentina's Clinical Trial Activity (1997-2000)
- Graph 8.7 Pfizer Argentina's Clinical Research Activity
- Graph 8.8 Sponsors of Clinical Research in Argentina
- Graph 8.9 Total Approved Clinical Studies in Brazil, by Year
- Graph 8.10 Latin American Pharmaceutical Market in 2005 by Key Countries
- Graph 9.1 Compensation Cost Indices
- Graph 9.2 Population Related Indices
- Graph 9.3 Cardiovascular Disease Index
- Graph 9.4 Pulmonary Index
- Graph 9.5 Cancer Index
- Graph 9.6 Infectious Disease Index
- Graph 9.7 Disease Incidence Index
- Graph 9.8 Clinical Research Rank Order
- Graph 9.9 Research Personnel Indicators, Rank Order
- Graph 9.10 Study Site Indices
- Graph 9.11 Business Environment Indices
- Graph 9.12 Clinical Trial Global Attractiveness Index

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