

## Pharmaceutical Strategic Portfolio Planning Promodel

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 ProModel has created a Strategic Portfolio Planning solution for the Pharmaceutical Industry that combines a unique methodology and powerful simulation technology. It allows organizations to emulate the performance of their portfolio over time given their current resource capacity by taking into account business assumptions,

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ProModel has created a Strategic Portfolio Planning solution that combines a unique methodology and powerful simulation technology. It allows you to emulate the performance of your portfolio over time given your current resource capacity by taking into account business assumptions, variability, resource contention and complex interdependencies.

### ProModel For Strategic Portfolio Planning

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As a pharmaceutical company, you need to continually evaluate your disease strategy to discern gaps in your portfolio and decide whether to build or buy. Internal candidates need to be assessed against competitors' pipelines, and assets suitable for expanding your portfolio identified. To do all this, the right data and analysis is essential.

### Pharmaceutical Portfolio Strategy | Pharma Intelligence

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ProModel develops simulation-based predictive and prescriptive analytic software for process improvement enabling organizations to make better decisions faster. SOLUTIONS Capacity Planning and Throughput Analysis

### ProModel - Better Decisions Faster

ProModel worked with the agency to develop a re-usable predictive project portfolio planning capability to help them achieve their objectives both now and in the future. To date they have been able to achieve the following: Understand more accurately their actual approval process and where the bottlenecks are

### Pharmaceutical Strategic Portfolio Planning Promodel

A unique, holistic approach covering all functions and phases of pharmaceutical research and development While there are a number of texts dedicated to individual aspects of pharmaceutical research and development, this unique contributed work takes a holistic and integrative approach to the use of computers in all phases of drug discovery, development, and marketing. It explains how applications are used at various stages, including bioinformatics, data mining, predicting human response to drugs, and high-throughput screening. By providing a comprehensive view, the book offers readers a unique framework and systems perspective from which they can devise strategies to thoroughly exploit the use of computers in their organizations during all phases of the discovery and development process. Chapters are organized into the following sections: \* Computers in pharmaceutical research and development: a general overview \* Understanding diseases: mining complex systems for knowledge \* Scientific information handling and enhancing productivity \* Computers in drug discovery \* Computers in preclinical development \* Computers in development decision making, economics, and market analysis \* Computers in clinical development \* Future applications and future development Each chapter is written by one or more leading experts in the field and carefully edited to ensure a consistent structure and approach throughout the book. Figures are used extensively to illustrate complex concepts and multifaceted processes. References are provided in each chapter to enable readers to continue investigating a particular topic in depth. Finally, tables of software resources are provided in many of the chapters. This is essential reading for IT professionals and scientists in the pharmaceutical industry as well as researchers involved in informatics and ADMET, drug discovery, and technology development. The book's cross-functional, all-phases approach provides a unique opportunity for a holistic analysis and assessment of computer applications in pharmaceuticals.

Simulation Using ProModel covers the art and science of simulation in general and the use of ProModel simulation software in particular. The text blends theory with practice. Actual applications in business, services and manufacturing and a hands-on approach to simulation, including real-world simulation projects, are emphasized. The third edition of Simulation Using ProModel reflects the most recent version of the ProModel software in all the examples and labs as well as expanded coverage on generating random variates and design of experiments. Additionally, the lead author is founder and Chief Technology Advisor for ProModel Corporation.

Offers a systematic approach to product/market fit, discussing customer involvement, optimal time to obtain funding, and when to change the plan.

Strategy is the most central issue in management. It has to do with defining the purpose of an organization, understanding the market in which it operates and the capabilities the firm possesses, and putting together a winning plan. There are many influential frameworks to help managers undertake a systematic reflection on this issue. The most dominant approaches are Michael Porter's "Competitive Strategy" and the "Resource-Based View of the Firm," popularized by Gary Hamel and C.K. Prahalad. Arnoldo Hax argues there are fundamental drawbacks in the underlying hypotheses of these approaches in that they define strategy as a way to achieve sustainable competitive advantage. This line of thinking could be extremely dangerous because it puts the competitor at the center and therefore anchors you in the past, establishes success as a way of beating your competitors, and this obsession often leads toward imitation and congruency. The result is commoditization - which is the worst outcome that could possibly happen to a business. The Delta Model is an extremely innovative view of strategy. It abandons all of these assumptions and instead puts the customer at the center. By doing that it allows us to be truly creative, separating ourselves from the herd in pursuit of a unique and differentiated customer value proposition. Many years of intense research at MIT, supported by an extensive consulting practice, have resulted in development of powerful new concepts and practical tools to guide organizational leaders into a completely different way of looking at strategy, including a new way of doing customer segmentation and examining the competencies of the firm, with an emphasis on using the extended enterprise as a primary way of serving the customer. This last concept means that we cannot play the game alone; that we need to establish a network among suppliers, the firm, the customers, and complementors - firms that are in the business of developing products and services that enhance our own offering to the customer. Illustrated through dozens of examples, and discussion of application to small and medium-sized businesses and not-for-profits, the Delta Model will help readers in all types of organizations break out of old patterns of behavior and achieve strategic flexibility -- an especially timely talent during times of crisis, intense competition, and rapid change.

### Pharmaceutical Strategic Portfolio Planning Promodel

In today's rapidly changing business environment, strong influence of globalization and information technologies drives practitioners and researchers of modern supply chain management, who are interested in applying different contemporary management paradigms and approaches, to supply chain process. This book intends to provide a guide to researchers, graduate students and practitioners by incorporating every aspect of management paradigms into overall supply chain functions such as procurement, warehousing, manufacturing, transportation and disposal. More specifically, this book aims to present recent approaches and ideas including experiences and applications in the field of supply chains, which may give a reference point and useful information for new research and to those allied, affiliated with and peripheral to the field of supply chains and its management.

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From 1976 to the beginning of the millennium—covering the quarter-century life span of this book and its predecessor—something remarkable has happened to market response research: it has become practice. Academics who teach in professional fields, like we do, dream of such things. Imagine the satisfaction of knowing that your work has been incorporated into the decision-making routine of brand managers, that category management relies on techniques you developed, that marketing management believes in something you struggled to establish in their minds. It's not just us that we are talking about. This pride must be shared by all of the researchers who pioneered the simple concept that the determinants of sales could be found if someone just looked for them. Of course, economists had always studied demand. But the project of extending demand analysis would fall to marketing researchers, now called marketing scientists for good reason, who saw that in reality the marketing mix was more than price; it was advertising, sales force effort, distribution, promotion, and every other decision variable that potentially affected sales. The bibliography of this book supports the notion that the academic research in marketing led the way. The journey was difficult, sometimes halting, but ultimately market response research advanced and then insinuated itself into the fabric of modern management.

The Second Edition of this book presents the state of the art in this important field. Marketing decision models constitute a core component of the marketing discipline and the area is changing rapidly, not only due to fundamental advances in methodology and model building, but also because of the recent developments in information technology, the Internet and social media. This Handbook contains eighteen chapters that cover the most recent developments of marketing decision models in different domains of marketing. Compared to the previous edition, thirteen chapters are entirely new, while the remaining chapters represent complete updates and extensions of the previous edition. This new edition of the Handbook has chapters on models for substantive marketing problems, such as customer relationship management, customer loyalty management, website design, Internet advertising, social media, and social networks. In addition, it contains chapters on recent methodological developments that are gaining popularity in the area of marketing decision models, such as structural modeling, learning dynamics, choice modeling, eye-tracking and measurement. The introductory chapter discusses the main developments of the last decade and discusses perspectives for future developments.

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