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*pharmahandbook*®  
A Guide to the International Pharmaceutical Industry  
2013 – United States

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## About the Author



Todd Clark is the President of Value of Insight (VOI) Consulting, Inc. and the author of both *PharmaHandbook — A Guide to the International Pharmaceutical Industry*, the first-ever single source reference guide on the pharmaceutical business and regulatory environments in 39 countries, and *GenericHandbook —*

*A Guide to the US Generic Pharmaceutical Industry*, a comprehensive reference guide to the marketing, intellectual property, legal, regulatory and competitive aspects of the generic drug sector in the United States. The publications have been purchased by customers in more than 45 countries and have received highly favorable reviews from business and academic press.

Since founding VOI Consulting in 1998, Todd has shared his expertise with 11 of the top 15 branded drug companies, as well as leading generic manufacturers, biotech firms, investment banks and cutting-edge health technology services — advising them on global strategies regarding market entry, clinical trial design, intellectual property issues, regulatory compliance, marketing strategy, competitive intelligence, pricing, reimbursement, allocation of sales-force resources and more. He is a member of the pharmaceutical advisory team for the Gerson Lehman Group, has served as an expert witness in pharmaceutical industry litigation, and is frequently quoted in trade publications.

In addition to his work with VOI, Todd is an adjunct business professor, teaching courses in marketing, business strategy and managerial decision making, at Tulane University, Loyola University the University of Phoenix Online. He developed a healthcare management curriculum for Tulane and taught healthcare policy, payment and regulation within that program. He also served on the Business Studies Advisory Committee for Tulane.

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## About VOI Consulting, Inc.



Founded in 1998, Value of Insight Consulting, Inc. (VOI) is a pharmaceutical consulting and publishing company dedicated to

providing pharmaceutical and biopharmaceutical clients with fact-based analysis and business intelligence to meet market challenges in today's highly competitive global environment. Employing innovative research techniques and advanced analytical tools, our services help clients minimize risks, cut costs and maximize commercial opportunities.

VOI stands for Value of Insight and plays on the statistical term "Value of Information," which describes the difference between expected outcomes in the absence of information and expected outcomes in the presence of information derived through applied research techniques, sound analysis and experienced judgment. For our clients — who have included 19 of the top 25 pharmaceutical companies — this insight translates into measurable success.

VOI Consulting's reputation as a leading publisher of pharmaceutical industry reference books and in-depth pharmaceutical market research reports has distinguished the company as a trusted source of research and analysis.

Our services are global in reach, are relevant for any therapeutic category and span the entire range of the pharmaceutical lifecycle. Whether you are planning a clinical trial or need to assess the market for a generic drug, whether you operate in developed countries or are looking at emerging opportunities in countries like China, India, Russia, Turkey or Latin America, VOI Consulting can help you execute more effectively.

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