

Pharma Marketing Network 2006 “Pharma Trend” Survey

The Pharma Marketing Network 2006 Pharma Trend Survey asked respondents how likely or unlikely were a number of possible pharmaceutical industry trends to unfold in 2006. Respondents could answer highly unlikely, somewhat unlikely, somewhat likely, or highly likely. The aggregated results from 84 respondents are summarized here.

For a complete in-depth analysis with comments from [Pharma Marketing Roundtable](#) participants, see the article “[Pharma Trends to Watch in 2006](#)” published in the January, 2006 issue of [Pharma Marketing News](#) (subscription or reprint fee required to access the full text of this article).

