

**ADHERENCE**  
THE FIGHT RAGES

**SPEED OF CHANGE**  
MAKE A COMMITMENT!

**ART OF INVENTION**  
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Pharmaceutical Executive

AUGUST 2011

Emerging Markets

Adherence

Speed of Change

Invention

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# Pharmaceutical Executive

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WHERE BUSINESS MEETS POLICY  
VOLUME 31, NUMBER 8

## CARRYING THE OF THE **WEIGHT** **FUTURE**

What the Emerging Markets Hold  
for Medicines Innovation

