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Certificate in Pharma Business Management (Advanced)

# Pharma Market Analysis

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mindmap

root((Pharma Market Analysis))

- Market Analysis

  - Data Analysis

  - Market Trends

- Pharma Business

  - Product Launch

  - Portfolio Management

- Epidemiology

  - Disease Prevalence

  - Patient Segmentation

- Pricing Strategy

  - Cost Effectiveness

  - Reimbursement Models