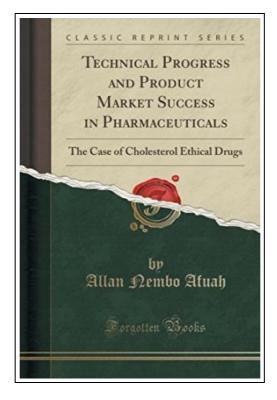
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Forgotten Books, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from Technical Progress and Product Market Success in Pharmaceuticals: The Case of Cholesterol Ethical Drugs Market success in the paper is defined as the share of the number of prescriptions, and share of revenue that a drug captures. The paper is organized as follows: Section I briefly examines the current literature on technological progress as a driver of product market success, and shows how this study contributes to that literature and to empirical work in pharmaceuticals. Section II provides a primer on cholesterol and what constitutes efficacy, safety, and compliance in cholesterol therapy. Both serve as the foundation for understanding most of what follows. Section III looks at the competing technological generations in the cholesterol drug market. Section IV briefly describes the price and market share equations that are the basis for the data analysis. Details of the econometric theory and model that are the basis of the analysis are given in Appendix A. Section V looks at the data, the rational behind their collection, and how they were collected. Finally, Section VI describes the data analysis and results while Section VII is a summary of findings, conclusions and a brief look at further work in this area. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections...

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