



Strategy to Commercialize Biosimilar in European Union

Swapnil Kalwatkar

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This book is written precisely to develop competencies, capabilities to sail through the stormy way of commercialization of bio-similar in the most competent and competitive European market. The book gives clear cut strategy of how to enter in the EU market with all pros and cons. It also gives hypothesis for the break even along with different marketing strategies to penetrate the market. The potential five countries are studies to make the effective executable business strategy.

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