

Genomics World Markets

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Description

Genomics is transforming the pharmaceutical industry. Companies are moving from drug discovery and development based on medicinal chemistry to the design of drugs based on information provided by genomics. Virtually all of the major pharmaceutical houses have either formed partnerships with genomics firms that began to emerge in the early 1990s or have created in house genomics divisions. The aim of this TriMark Publications study is to provide in depth information on the developing market for genomics products and services. The report will include detailed market analyses and discussions of industry trends in order to assess the impact of genomics on the current and emerging pharmaceutical and diagnostic markets. Forecasts and trends were developed from interviews with industry sources, as well as from an assessment of available and emerging technologies. The report focuses on how researchers are applying new genomic approaches to drug discovery and development, and on how these technologies can be used most effectively and in a high throughput capacity. Case studies analyzing particular applications of genomic technologies to specific disease related research are provided, and future trends and developments are forecasted. Information to prepare this study was derived from interviews with product managers, marketing strategists, research executives and others. These individuals are employed at leading genomics firms or in pharmaceutical and biotechnology companies that either contract with these firms or have developed in house genomics capabilities.

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