

PRESS RELEASE

Research Partnership Publishes Essential Guide to Emerging Markets

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Research Partnership has published an Emerging Markets Essential Guide, consolidating their combined knowledge, expertise and years of experience of working in these territories.

The guide contains both general considerations applicable to all emerging markets as well as specific considerations in key countries and regions including Latin America, ASEAN, Middle East and North Africa and North Asia.

Research Partnership's Emerging Markets team, led by Director Marc Yates, are regular speakers at industry events, having recently presented a paper at the EphMRA Tokyo Local Chapter Meeting

Commenting on the guide, Emerging Markets Director Marc Yates said, "Traditional and non-traditional emerging markets are increasingly being recognised by the pharmaceutical industry as offering attractive opportunities for growth. The challenge though is knowing where and how to find insight in these less well-known and rapidly changing regions. We hope that this handy desktop guide provides some of the key information needed to conduct effective market research in emerging markets."

Emerging Markets: Your Essential Guide is complimentary for pharmaceutical marketing and research personnel, who can request a copy by [visiting our website](#).

To find out more about our research capabilities in emerging markets [please click here](#).

RELEASE ENDS

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Notes to the editors

About Research Partnership

We are one of the largest independent healthcare market research and consulting agencies in the world. Trusted partner to the global pharmaceutical industry, we use our expertise and experience to deliver intelligent, tailor-made solutions. We provide strategic recommendations that go beyond research, helping our clients to answer their fundamental business challenges.

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