# CONTENTS

## Introduction
- Who are Reuters Business Insight? 2

## Reuters Business Insight Unlimited
- Introduction 3
- What our Clients Say 3
- Consumer Markets Reports 4
- Healthcare Reports 5-6
- Energy Reports 7
- Financial Services Reports 8
- Technology Reports 9

## Datamonitor Business Information Centre
- Introduction 10
- Service Description 11

## Order form 14

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**Reuters Business Insight** is a joint venture between Reuters, the world's leading news and information provider, and Datamonitor plc, a global market research and analysis organisation.

Reuters Business Insight's goal is to be the leading provider of strategic analysis in the following market sectors:

- Consumer Markets
- Healthcare
- Energy
- Financial Services
- Technology

Every year we publish over 100 reports on various aspects of our specialist industry sectors. Each report is authored by independent experts who are selected according to their prominence in their field and who have a proven track record of predicting market trends and developing innovative market strategies.

Reuters Business Insight strategic management reports are essential management tools, used by many of the world's leading organisations.

To supplement our range of reports we also provide a unique service created and updated by Datamonitor which is designed for the daily needs of our clients - Datamonitor Business Information Centre - this is an online service which, amongst other available services, provides detailed company profiles, market reports, country profiles and is constantly updated with comment on the latest business news.

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- **Reuters Business Insight Unlimited** - providing unlimited access to all of our strategic management reports
- **Datamonitor Business Information Centre** - access to online business news, analysis and comment

Read on to see what reports we have produced in the past, which reports will be published in 2003 and for a detailed explanation of the Datamonitor Business Information Centre...
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Reuters Business Insight Unlimited is an on-line service. By logging onto www.ReutersBusinessInsight.com you will be able to peruse the online catalogue of reports, by sector, by title or even by topic and key words.

The following pages list all the reports from our back catalogue and those which are due to be published over 2003.

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“Reuters Business Insight’s service covers the key topical international issues across a breadth of industries and is an excellent addition to our information resources. Its’ research, analysis and user friendly database has become one of our core services and is very well regarded by our users.” London Business School

“We are very excited to be able to offer Reuters Business Insight to our staff and students. The in-depth reports cover the very subjects that our main research and teaching groups are particularly interested in, and I am confident that they will become one of our most popular resources.” Cambridge University

“Reuters Business Insight has been an invaluable addition to our management research collection and has been well received by both students and Faculty. The reports are excellent and at just the right level. Global coverage of topics such as Leadership, Diagnostics and e-commerce means that gaps we had previously identified have now been filled. We await future developments in subject coverage with interest!” Cranfield University

“We are very happy with this service. It is extremely useful for graduate business students to have access to this type of data so they can complete academic assignments with real world information which is the same as corporations are using. Additionally it is a very useful pedagogical tool allowing marketing majors to see what real world market research looks like in scope and depth. Of particular use is the timeliness of the reports, especially in the technology area where things change so rapidly.” Columbia University

“I think that the service is both affordable for the large number of reports available and also timely. The reports are up-to-date; other business services that Villanova subscribes to only offer older reports to the academic market.” Villanova University
CONSUMER MARKETS INDUSTRY
Strategic management report listings

Proposed Titles for 2003

• The Future of Private Label Food and Drinks
• The Health Food and Drinks Outlook to 2006: Consumer insight, market dynamics and NPD
• The Future of New Product Development in Food
• Customer Loyalty Strategies in Food and Drink
• Investigating Consumer, Product and Industry Mega-trends
• Growth Strategies in Premium and Indulgent Food and Drink
• Future Innovations in Kids Food and Drink: Beyond pester-power
• Growth Strategies in Foodservice Market
• The Individual: Targeting the consumer by demographics
• Future Innovations in Ingredients, Flavours and Fragrances
• Growth Strategies in Alcoholic Drinks
• Growth Strategies in Dairy
• Growth Strategies in Chilled Food and Drink and Frozen Food
• Growth Strategies in Ambient Food
• Growth Strategies in Confectionery

Back-catalogue Titles

• Low and Light Food and Drinks
• Food and Drink on the Internet
• Next Generation Organics
• Personal Care on the Internet
• Online Youth Marketing
• Packaging Strategies
• CRM Strategies in Food & Drink
• The Top 10 Emerging European Markets in Food and Drink
• Wellbeing: A cross category approach to health, nutrition and beauty
• Lunch/Lunchtimes
• Investigating Megatrends: Health, convenience and indulgence
• Future Innovations in Bakery
• Growth Strategies in Alcoholic Drinks
• Growth Strategies in Bakery
• Growth Strategies in Ingredients
• Growth Strategies in Meal Solutions
• Growth Strategies in Premium Food and Drinks
• Growth Strategies in Soft Drinks
• Growth Strategies in Snacks
• The Future of Meal Solutions in Europe
• The Pan European Brand
• Brand Strategies for Food and Drink
• The eBrand
• Marketing Food and Drinks to Kids
• Marketing Food and Drinks to Senior Consumers
• Targeting the Single Female Consumer
• Future Innovations in Food and Drink
• Strategies in Nutraceuticals - Functional food and drinks
• Nutraceuticals - Targeting consumers aged 14 - 34
• Nutraceuticals - Targeting consumers aged 35+
• Strategies in Organics - Natural food and drinks
• Empire Building - The future of European food retailing
• Next Generation Home Shopping
• Winning Competitive Advantage in UK Retailing
• Global Airport Retailing
• Convenience Retailing
• New Profit Opportunities in Cosmetics and Toiletries
• Youth Marketing in Cosmetics and Toiletries
• New Profit Opportunities in European Drinks
• New Profit Opportunities in European Food
• New Profit Opportunities in Dairy
• European Private Label Food and Drinks
• Below-the-Line-Marketing
• ECR: Improving your topline
• Consumer Enthusiasm
• Seasonal Profits - Managing the seasonal marketing cycle
• Growth Strategies in Dairy
• Growth Strategies in Soft Drinks
• Future Innovations in Food
• Growth Strategies in Confectionery
• Future Innovations in Snacking
• Next Generation Category Management
• Best Practice B2B Strategies in Food and Drink
HEALTHCARE INDUSTRY
Strategic management report listings

Proposed Titles for 2003
- Pharmaceutical Pricing Strategies
- Pharmaceutical Portfolio Management
- The Pharmaceutical Market Outlook to 2010
- The Antivirals Market Outlook to 2007
- The Outlook for the Biotech Sector in the Post Genomic Era
- The OTC Market Outlook to 2007
- Sales & Marketing Strategies in Pharma
- European Pharmaceutical Market Authorisation Strategies
- The Immunotherapeutics Outlook
- Healthcare Informatics 2003
- European Generics Outlook 2003
- Pharmaceutical Branding Strategies
- Pharmacogenomics 2003
- The Drug Delivery Outlook 2003
- The Diagnostics Markets Outlook 2003
- The Cardiovascular Outlook 2003
- The CNS Outlook 2003
- Blockbuster Drug Outlook 2003
- DTC Marketing Outlook 2003
- The Pharmaceutical Parallel Trade Outlook 2003
- Optimizing Pharmacoeconomic ROI
- The Patient Power Outlook 2003
- The Outlook for Personalized Physician Marketing
- Strategic Analysis - Top 10 Drug Delivery Companies
- Strategic Analysis - Top 10 Specialty Pharma Companies
- Strategic Analysis - Top 10 Biotech Companies
- Strategic Analysis - Top 10 Generics Companies
- Treatment Pathways: Colorectal Cancer
- Treatment Pathways: Major Depressive Disorders
- Treatment Pathways: Cancer Pain
- Treatment Pathways: Acute Coronary Syndromes
- Treatment Pathways: Osteoarthritis
- Treatment Pathways: Rheumatoid Arthritis
- Treatment Pathways: Hypertension
- Treatment Pathways: Hepatitis B and C
- Treatment Pathways: Heart Failure
- Treatment Pathways: VTE Acute Therapy
- Treatment Pathways: Alzheimer’s Disease
- Treatment Pathways: Asthma

Back-catalogue Titles
- Pharmaceutical Strategic Alliances
- New Cancer Therapeutics
- The Pharmaceutical Licensing Outlook
- Pharmaceutical R&D Outsourcing Strategies
- Measuring eBusiness in the Pharma Sector
- The Cancer Outlook to 2007
- The Cardiovascular Outlook to 2007
- The CNS Outlook to 2007
- The Outlook For Direct-To-Consumer Marketing
- Pharmaceutical Regulatory Affairs Outlook 2002
- Pharmaceutical Innovation
- The Pharmaceutical Industry Paradox
- Next Generation Drugs
- The Lifestyle Drugs Outlook to 2007
- The Genomics Outlook to 2005
- The Top 12 Pharmaceutical Companies
- Advertising Medicines on the Internet
- The Global Parallel Trade Outlook 2001-2006
- Opportunities in R&D 2001
- The Japanese Pharmaceutical Market Outlook
- The Pharmaceutical Mergers and Acquisitions Outlook
- Achieving Market Dominance Through Reformulation
- Maximising the Drug Lifecycle
- The Drug Delivery Outlook
- Patient Power Outlook 2001
- eHealth Tools and eHealth Management
- The Blockbuster Drugs Outlook
- The Generics Outlook 2001
- The Cardiovascular Outlook 2000
- The CNS Outlook 2000
- The Top 12 Pharmaceutical Companies
- Advertising Medicines on the Internet
- The Global Parallel Trade Outlook 2001-2006
- Opportunities in R&D 2001
- The Japanese Pharmaceutical Market Outlook
- The Pharmaceutical Mergers and Acquisitions Outlook
- Achieving Market Dominance Through Reformulation
- Maximising the Drug Lifecycle
- The Drug Delivery Outlook
- Patient Power Outlook 2001
- eHealth Tools and eHealth Management
- The Blockbuster Drugs Outlook
- The Generics Outlook 2001
- The Cardiovascular Outlook 2000
- The CNS Outlook 2000
• The Cancer Outlook 2000
• The Drug Discovery Outlook
• Pain Therapeutics: A strategic re-evaluation
• The Pharmacogenomics Outlook
• Pharmaceutical Pricing Strategies 2000
• eConnectivity: Linking payers, providers and patients
• ePharmacies: Strategic Implications for the Healthcare Industry
• eHealth Content: Healthcare Information on the Internet
• Bridging the Pharmaceutical Earnings Gap: key strategies in the race for growth
• Cost Effective Healthcare Solutions
• Antisense Therapy
• The Evolution of DTC Marketing across key pharmaceutical markets
• The Cardiovascular Outlook 1998-2010
• Global Orthopaedic Markets: Bridging the Divide
• The CNS Outlook 1998-2010
• Top Ten and Emerging Pharmaceutical Markets
• The Cancer Market Outlook 1998-2010
• Patient Power: The Shift Towards More Powerful, More Informed Consumers of Drugs
• The Pharmaceutical Outsourcing Outlook 1998-2003
• US Healthcare Market into the 21st Century
• Integrating Genomics: The Next Generation
• The Drug Delivery Outlook to 2005
• Pharmaceutical OTC Market to 2010

• Healthcare Informatics into the 21st Century
• The Diagnostics Outlook to 2005
• Lifestyle Drugs Outlook to 2005
• Pharmaceutical Profitability Outlook
• Pharmaceutical M&A: The Third Wave
• Regulatory Affairs: Paths to Approval
• Managed Care in Global Healthcare Markets
• Pharmaceutical Distribution Outlook 1998-2008
• Generic Pharmaceuticals Outlook, 1998-2008
• Global Pharmaceuticals: A Market, Company and Disease Analysis
• Pharmaceutical Industry in the 21st Century: Strategies for Success
• R&D Intelligence Series: Cardiovascular
• R&D Intelligence Series: CNS
• R&D Intelligence Series: Cancer
• R&D Intelligence Series: Endocrine
• R&D Intelligence Series: Inflammatory
• R&D Intelligence Series: Antivirals
• R&D Intelligence Series: Antibacterials
• R&D Intelligence Series: Immune disorders
• R&D Intelligence Series: Respiratory disorders
• R&D Intelligence Series: Bacterial Infections
• R&D Intelligence Series: Dermatological
• R&D Intelligence Series: Gastrointestinal
• R&D Intelligence Series: Genitourinary
• R&D Intelligence Series: Fungal Infections
• R&D Intelligence Series: Viral Infections
Proposed Titles for 2003

- Corporate Carbon Strategies 2003
- Renewable Energy in the Netherlands
- Renewable Energy in the UK
- Renewable Energy in Germany
- Greenhouse Gas Emissions Reduction Options
- Biomass in the Netherlands
- The Future of the Stadtwerke in the German Energy Market
- Selling Power & Gas to Major Energy Users in Germany
- The Future of eBusiness in European MEU Supply
- Winning Market Share in the German I&C Power Market
- Best Practice in Residential CRM
- Reducing Costs and Increasing Efficiency in Serving the Residential Customer
- Netherlands Energy Policy Analysis

Back-catalogue Titles

- Green Energy in Europe 2002
- EU Multi-Utility Profiles 2002
- The Outlook for Fuel Cells 2002
- Marketing Green Energy
- European Energy Utility Company to 2010
- Liberalisation in European Energy
- Customer Retention and Acquisition
- Issues in Branding
- Impact of EMU on Utilities
- Issues in US Green Energy Marketing
- Issues in US Energy Efficiency Programs
- Energy and the Internet: Strategies for a new era
- European Oil Refining and Marketing
- Competition and Rationalisation in European Petrochemicals
- Asian Oil Refining
- Natural Gas in Europe
- The European Gas Markets
- The UK Gas Market
- Natural Gas in Asia
- Natural Gas in Latin America
- Strategic Guide to Global Gas Companies
- The European Electricity Markets
- Central & Eastern European Power Generation
- The UK Electricity Market
- Deregulation and Restructuring in Asian Power
- Opportunities for Power Generation in Latin America
- Power Generation Technologies into the 21st Century
- The Nordic Power Markets
- Strategic Guide to Global Power Companies
- UK Water
- Marketing Green Energy 2001
- European Electricity Market
- The Outlook for Gas in Europe
- B2B Energy Trading: The Surge online
- The Green Energy Outlook 2001
- Investment Opportunities in European Power
- European Energy Utility to 2010
- eConsumer and the Energy Markets
- Euro Oil Refining & Marketing
- European Gas
- The German Energy Market
- The Italian Energy Market
Proposed Titles for 2003

- Integrated Banking in the UK
- Customer Acquisition Strategies in the Personal Lending Market
- Electronic Bill Payment and Presentment
- Internet Maturity
- Non-Status Lending Cards
- Credit Cards
- Stakeholder Pensions in the UK
- Online P2P Payments
- B2C Payments
- Payment Tools for Teens
- Card Fraud in Europe and the US
- Revolving Credit

Back-catalogue Titles

- The Future of UK Banking
- European Retail Banking Outlook
- The Future of Foreign Exchange Markets
- Securitization In European Loans and Credit
- The Future of European Banking 2000
- The Future of UK Insurance
- European Retail Insurance Outlook
- The Outlook for European Teleinsurance
- Diversification in EU Insurance and Financial Services
- Trends in global commercial Insurance - The impact of ART
- Risk Management - New challenges and new solutions
- Opportunities in Latin American Insurance
- The Future of European Insurance 2000
- The Outlook for Insurance in Germany
- UK Insurance
- UK Investment Management to 2005
- UK Tracker Funds & Passive funds
- EU Cap Markets and EURO
- Financial Markets & Institutions in era of euro
- Global Financial Regulations - Myth or reality?
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- Mastering IT Security & Preventing Fraud
- UK FS on the Internet
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- Selling FS Products in the Era of Euro
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- Threat of New Entrants in Financial Services
- The Outlook for European Plastic Cards
- Mergers & Acquisitions in Global Financial Institutions
- European On-line Banking Strategies
- UK eBanking
- UK elinsurance
- UK elInvestment
- eFs Search Strategies
- eFs Payments
- Best Practice B2C eCommerce in Financial Services
- Best Practice B2B eCommerce in Financial Services
- eCRM Strategies in Financial Services
- M&A
- Fund Supermarkets
- UK Insurance
- UK Banking
- Online Wealth Management
- New Entrants in EU Financial Services
- mCommerce in Financial Services
- Best Practice B2B eCommerce Strategies in Retail Financial Services
- Branding Financial Services on the Internet
TECHNOLOGY INDUSTRY
Strategic management report listings

Proposed Titles for 2003
- The Application Development Outlook
- The Business Intelligence Outlook
- The CRM Outlook
- The Enterprise Infrastructure Outlook
- The Computing Services Outlook
- The Storage Outlook
- The Wireless Outlook
- Technology Merger and Acquisition Trends
- Trends in Enterprise Computing Economics
- IT ROI: Proving the business case

Back-catalogue Titles
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- EU Telecoms
- US Telecoms
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- The Outlook for eBusiness in Automotive
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- ePharmacies - Strategic implications for the healthcare industry
- eHealth Content - An analysis of healthcare information on the Internet
- eHealth Connectivity - Linking payers, providers and patients
- The Online Home in Europe
- Energy and the Internet - Strategies for a new era
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- Advertising on the Internet - Strategies for success
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- The UK eConsumer Profile - Volume 2: Online purchasing patterns
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To identify which companies to profile, we assess which are the most important global companies, taking care to ensure a balance between US, European and Asia-Pacific companies. Our current company coverage is split along the following regional breakdown: 45% US, 35% Europe, 15% Asia, 5% ROW.

Companies are prioritised for production where they are constituents of major stock indices, Datamonitor Key Lists (cross-industry rankings of companies by key parameters), or Datamonitor rankings by sales or market capitalization. Our company profile coverage therefore includes the most important global companies on a number of parameters.

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- Top 100 global utilities
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- Datamonitor proprietary taxonomy

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