INSOURCE, Prague, Czech Republic

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Web 2.0 Opportunities for Competitive Intelligence Purposes

Richard Papík & Vendula Papíková

Contacts: Papikr @ cuni.cz Papikova @ euromise.cz

The first rule of markets is, when people understand what you do, it's time to get into something else.

from a cartoon, Financial Times

Knowledge is of two kinds: we know a subject ourselves, or we know where we can find information upon it.

Samuel Johnson, 1709-1784



BUSINESS INTELLIGENCE (~CI) IS THE ACTIVITY OF MONITORING THE ENVIRONMENT EXTERNAL OF MONTE FIRM FOR INFORMATION THAT IS At 10198 MOST OF FIRE AROAMATION RELEVANT FOR THE DECISION-MAKING INEEDED FOR & GIVEN PROJECT PEOCESS OF THE COMPANY." IS AVALUARALI ARROUGH MURICUL ANALIA BLE CHANKEL (Benjamin & Tamar GILAD, TONS DEF The BI Systems, 1988, p. VIII.) CI is a way of thinking. (W. Rothschild, How to gain INFORMATION (and Mantain) the Competitive Advantage in Business, 1984, p. 179) IS WHERE YOU PIND IT. CI USES PUBLIC SOURCES WARDOUT THE SUEJECT TO LOCATE AND DEVELOP INFORMATION ON COMPETITION AND COMPETITORS." COMPETITOR INTELLIGENCE (J. Mc GONAGLE, ... : Outsmarking the conjetition, 1990, p. vur.) IS "HIGHLY SPECIFIC AND TIMELY INFORMATION ABOUT A CORPORATION." (L. FULD, Competitive (mfelligence) (L. FULD, Competitive (n.62) INTERNET 19351 4.62)

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interesting questions — and one of the things I	Point and Click" SEO
briefly mentioned was that one of my hobbies is	Point and click SEO
playing chess. I've been playing the game for about	March Your Website Towards
2 years, and what I enjoy most about it is that it teaches me a lot about competition and	The Top Of The Search Engines (And Then Keep It There)
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One of the reasons why I recommend doing <u>competitive intelligence for SEO</u> is that when you truly understand what makes others successful, you can find a shorter path to your own success. I only make great progress, both in SEO and in chess, when I am able to beat stronger players consistently.

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Most intermediate chess books suggest that for every move you make, you develop a list in your head of candidate moves. Those are moves that you should explore by playing as many moves ahead in your mind as you can and evaluating the potential outcomes. Unfortunately, when you are starting out this is very difficult and time consuming. Chess experts do this instinctively and do it very fast, so it is usually easier and more interesting to study professional games and try to understand the reasoning behind each move. The idea is not to memorize the tactics, like many do, but to appreciate the strategies and the logical reasoning that led to them.

Again, there are far more ways to failure than there are to success. It is far more efficient to learn from the moves of proven winners than to try to experiment every possible move for yourself. Read the rest of this entry »

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Monitoring of Pharmaceutical Product via "invisible web": e.g., STN International, Dialog Corporation, OVID, DIMDI

3 clusters (e.g., the STN): CLUSTER MEDICINE CLUSTER HEALTH CLUSTER PHARMACOLOGY



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The selected field of interest is "MEDICINE" (Medicine and Medical Science Cluster) The selected databases are: MEDICINE

Search Terms: hepsera

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2005664

Drug Name

adefovir dipivoxil (BAN)

Synonyms

GS 840, HEPSERA, RESPUR, PREVEON

Highest Phase

Marketed

Active Program

Yes

Chemical Name

2,2-dimethylpropanoic acid [[[2-(6-amino-9H-purin-9-yl)ethoxy]methyl]phosphinylidene]bis (oxymethylene) ester

CAS Registry Numbers

142340-99-6 (adefovir dipivoxil), 220351-05-3 (cpd with succinic acid (1:1)), 220351-03-1 (fumarate (1:1)), 220351-10-0 (maleate (1:1)), 220351-14-4 (cpd with L-ascorbic acid (1:1)), 220351-22-4 (cpd with methanol (1:1)), 220350-43-6 (dihydrate), 220350-98-1 (monocamsilate), 220350-82-3 (monomesilate), 220350-60-7 (monohydrobromide), 220350-68-5 (monohydrochloride), 220350-82-3 (monoesilate), 220350-94-7 (mono-1-naphthalenesulfonate), 220350-89-0 (mononapsilate), 220350-73-2 (mononitrate), 220351-17-7 (mononicotinate), 220350-52-7 (sulfate (2:1))

General Comments

20030609 pc Launch. Gilead Sciences' reverse transcriptase inhibitor, adefovir dipivoxil (**HEPSERA**), has been launched in Germany for the treatment of chronic hepatitis B virus infection.

Company Information

Originator: Bristol-Myers Squibb, USA

Licensee: Gilead Sciences, USA

Licensee: GlaxoSmithKline, UK

Indication

cytomegalic inclusion disease, hepatitis, viral infection

EphMRA Code

J5B Antivirals, Excluding Anti-HIV Products

Latest Change

20030609

Commercial Summary

Gilead Sciences is developing a mononucleotide analogue, adefovir dipivoxil, an oral, once-daily prodrug of adefovir, for the treatment of viral infection. Applications for marketing approval of the agent in the treatment of chronic hepatitis B virus (HBV) infection, in treatment-naive and treatment-experienced patients, have been made in the USA and Europe (Gilead Sciences, MAR 2002). The US FDA approved the agent as a treatment for HBV infection and a launch has subsequently taken place in this market (Gilead Sciences, SEP 2002). The agent has also been approved in Europe as a treatment for HBV infection, and launches have taken place in the UK (Pharmaceutical Journal, APR 2003) and Germany (IMS, APR 2003). Filings have been submitted to regulatory authorities in Australia, Canada and Switzerland (Gilead Sciences, MAR 2003). An early access program was initiated in the USA for use of adefovir dipivoxil 10 mg in the treatment of patients with chronic HBV infection resistant to lamivudine and the program has been extended to Canada, Australia, and most European countries

Licensing Status

Unavailable for Licensing: Japan Unavailable for Licensing: Taiwan Unavailable for Licensing: South Korea Unavailable for Licensing: China

Patent Assignee

Bristol-Myers Squibb

Patent Summary

Product: EP 481214 B 1998, priority US 583906 1990, designating 14 states. Equivalents identified in five countries.

Development Status

Marketed: USA, hepatitis Phase III: USA, cytomegalic inclusion disease Marketed: UK, hepatitis Marketed: Germany, hepatitis Registered: Europe, hepatitis Pre-registration: Switzerland, hepatitis Pre-registration: Canada, hepatitis Pre-registration: Australia, hepatitis Phase III: South-East Asia, hepatitis Phase III: South-East Asia, hepatitis Phase I: China, hepatitis

chemical synthesis

Mechanism of Action

reverse transcriptase inhibitor, nucleotide analogue

Clinical Overview

In vitro, adefovir dipivoxil is effective against most drug-resistant HIV strains including with a Q151 mutation, and shows synergy with nucleoside analogues and proteinase inhibitors (Gilead Sciences, MAY 1997). Oral adefovir dipivoxil is rapidly converted to adefovir. Adefovir dipivoxil was associated with reduced p24 antigenemia and transient increases in CD4 counts in some patients infected with HIV. A phase I/II trial showed that once daily adefovir dipivoxil was safe and well tolerated at three different dose levels and caused a drug related decrease in p24 antigen levels in HIV-infected patients. Side effects included mild to moderate gastrointestinal symptoms. Oral bioavailability for adefovir dipivoxil was 40%. A phase I/II, trial showed adefovir dipivoxil at doses of 125 or 250 mg/day produced sustained increases in CD4 cell counts of 46 and 15 cells/mm3 from baseline, respectively, versus -41 cells/mm3 for placebo following 6 week treatment. Viral load, as measured by HIV RNA, was decreased by median -0.5 log copies/mL and -0.4 log copies/mL at the 125 and 250 mg doses, respectively. Detectable CMV levels were reduced in comparison with placebo in a subset of patients. In study 411 involving treatment-naive HIV-positive patients receiving adefovir dipivoxil, indinavir and one or two reverse transcriptase inhibitors (zidovudine, lamivudine or stavudine), or standard triple therapy (zidovudine, lamivudine and indinavir), 80% of patients receiving regimens with or without adefovir dipivoxil had undetectable levels of HIV RNA at 20 week. Triple drug regimens containing adefovir dipivoxil increased CD4 cells by 92 cells/mm3, compared with an increase of 66 cells/mm3 with the standard triple therapy. Elevations in liver transaminase and creatine kinase occurred in 8% and 3% of the adefovir dipivoxil group and 5% and 5% of the standard group, respectively (Gilead Sciences, APR 1998). In study 408, 442 HIV-positive patients were randomized to receive 120 mg adefovir dipivoxil (219 patients) or placebo (223 patients) once daily in addition to current antiretroviral therapy. In

Drug Development History

- 200304: Marketed, UK, Germany (HBV).
- 200303: Registered, Europe (HBV).
- 200211: Recommended, Europe (HBV).
- 200209: Registered and Marketed, USA (HBV).
- 200208: Recommended, USA (HBV).
- 200204: Licensing agreement between Gilead Sciences and GlaxoSmithKline.
- 200203: Pre-registration, USA, Europe (HBV).
- 200101: Phase I, China (HBV).
- 199912: Discontinued (HIV).
- 199910: Pre-registration, Europe (HIV). Approval not recommended, USA (HIV)
- 199904: Phase III, USA, Europe, Canada, Australia, Asia (HBV).
- 199903: Expanded access program expanded.
- 199901: Pre-registration, USA.
- 199811: Fast track designation.
- 199703: Phase II, USA, UK, Australia, Canada (HBV).
- 199701: Phase III, USA (HIV, CMV).
- 199606: Phase II/III, USA (HIV).
- 199504: Phase I/II, UK, (HBV).
- 199408: Phase I/II, USA (HIV).
- 199404: Phase I, USA.
- 199401: Preclinical, USA.
- 199009: Priority product patent application filed, USA.

Update Code

20030605

Monitoring of Pharmaceutical Product via Web 2.0: Hepsera at DEL.ICIO.US

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 Information is the raw material you use.
 Intelligence is what finds and processes information."

-- The Intelligence Edge by George Friedman, Meredith Friedman, Colin Chapman and John S. Baker, Jr.



