

*Mergers & Acquisitions*

# James Dudley Management and *OTC bulletin* join forces

Two of the leading brands in publishing for the consumer healthcare sector – James Dudley Management and **OTC *bulletin*** – have joined forces.

The partnership will leverage the editorial and marketing strengths of both brands to their joint benefit, with UK-based James Dudley Management also gaining competitive advantage from the greater resources available to the larger organisation.

James Dudley – who has been advising Europe’s consumer healthcare companies since 1988 on anticipating change, identifying opportunities and capturing future sources of growth – will continue to be consulting editor for James Dudley Management’s two leading market reports: *OTC Distribution in Europe* and *Mail Order & Internet Pharmacy in Europe*.

“I’m delighted that James Dudley Management is teaming up with **OTC *bulletin***, the leading business newsletter in the consumer healthcare space,” commented James Dudley. “Together we shall build on everything that has made the two brands successful over the past two decades.”

“I’m looking forward to starting work on the 2017 edition of *Mail Order & Internet Pharmacy in Europe* and charting the next moves in this dynamic segment of the market,” he added. “Meanwhile, the latest 2016 edition of *OTC Distribution in Europe* provides consumer healthcare companies with an in-depth strategic analysis of how changes in 20 European markets will influence channel strategies.”



**James Dudley said he was “delighted” that James Dudley Management was joining forces with *OTC bulletin* and that he was looking forward to building on the success of the two brands**