

**MARKETBOOKSHELF.COM** was created by a group of market specialists to respond to unmet need: the lack of one easy-to-navigate place to facilitate the dissemination and sharing of global health market knowledge.

## PURPOSE & INTENT



Creation of a **one stop destination**

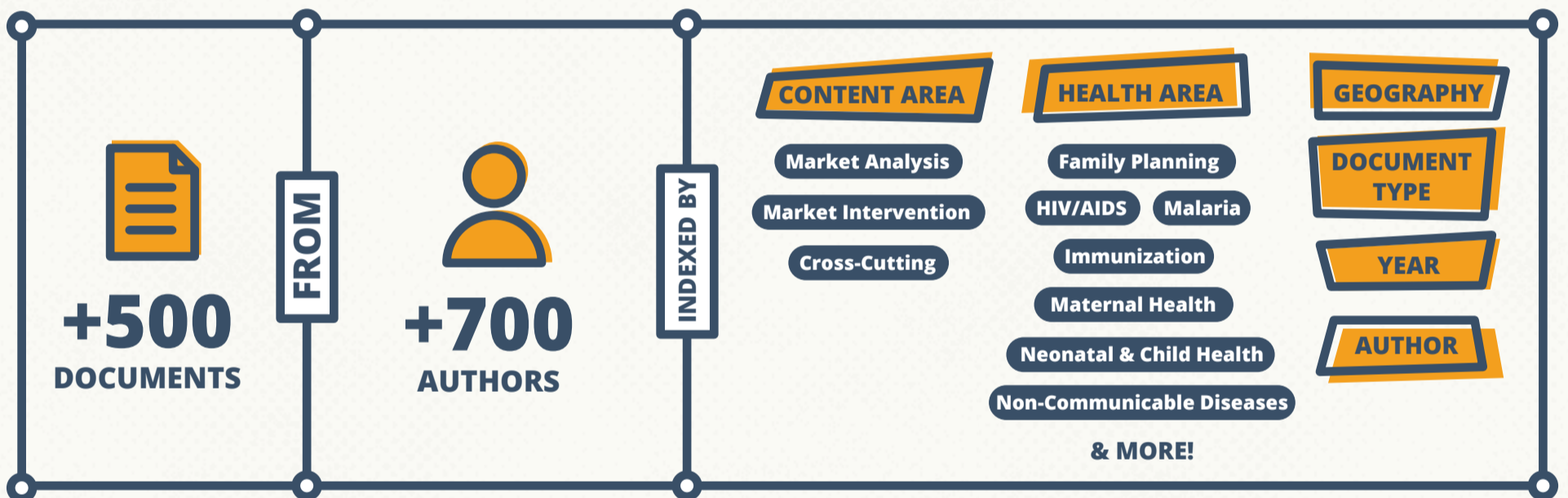


Recognize and leverage **the public good of market knowledge**



Offer an up-to-date, easily searchable & downloadable **collection of documents**

## WHAT IS MARKET BOOKSHELF ALL ABOUT?



## WHY USE MARKETBOOKSHELF.COM?



**Documents from a wealth of sources**

Market research, activities, and analyses from major global health organizations are all gathered in one easy-to-use interface



**Quick and tailored results**

Returns global health market results focusing on specific health areas of individual interest



**Get your work noticed**

Easily and quickly submit your reports and conference presentations for inclusion on the website

Market Bookshelf benefits from three distinct organizations contributing to the design, implementation, and sustainability of the website.