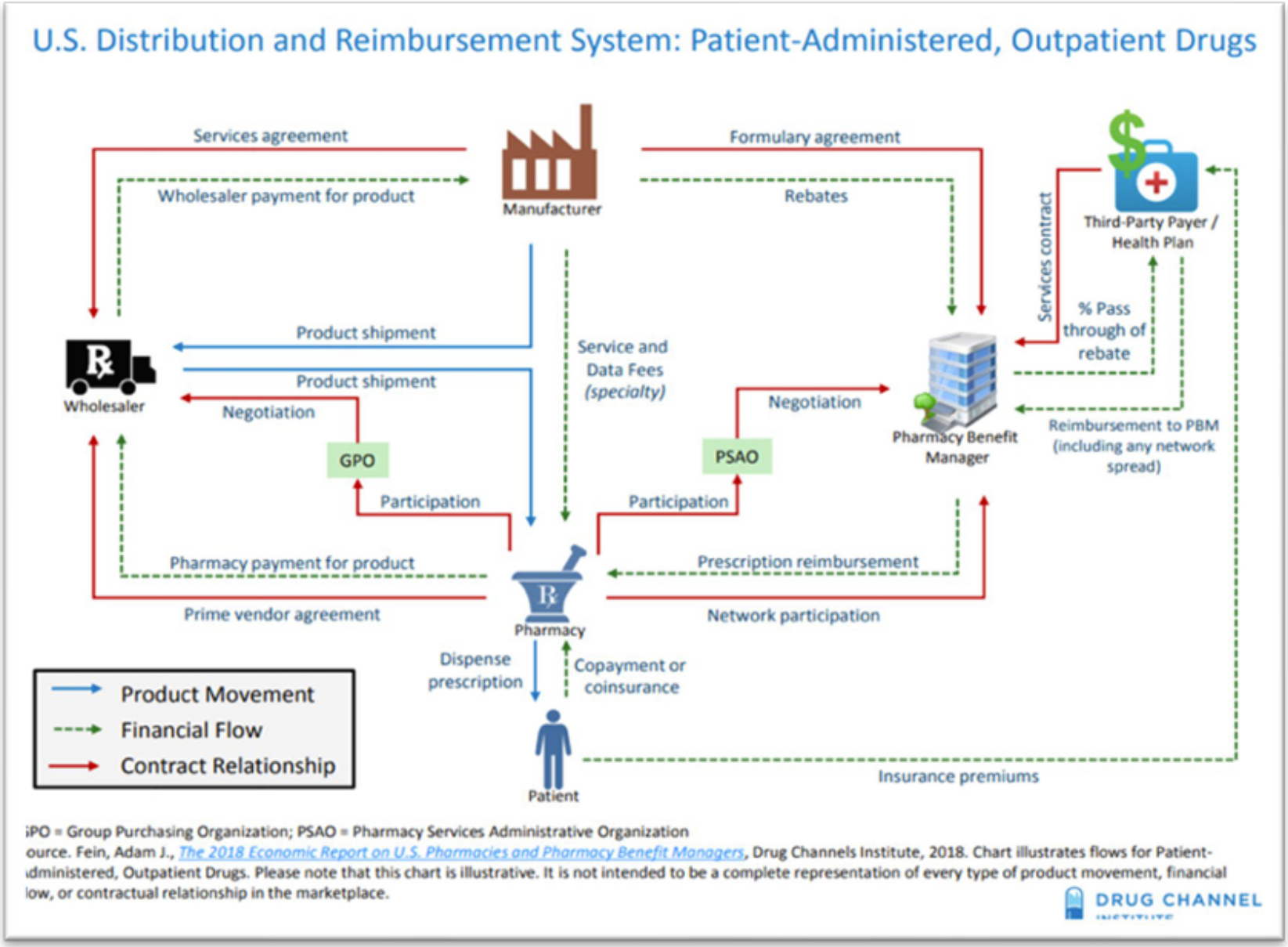Figure 1: Flow of Money in Pharmaceutical Markets[14]