



Nerac Announces the February Issue of the Nerac Strategist

New release offers in-depth business perspectives on industry issues, compliance challenges and commercial opportunities authored by Nerac analysts

February 13, 2018, Tolland, CT. [Nerac](#) is pleased to announce the release of the February issue of the Nerac Strategist, a monthly compilation of Nerac analyst insights and analysis. This issue explores regulatory strategies to avoid potential pitfalls now faced by medical device manufacturers regarding CERs, the value of a competitive landscape analysis and disruptive technologies in the global wine market. Access all of the articles on our new Nerac Strategist [webpage](#) and be sure to sign up to receive this valuable information direct to your inbox!

Nerac's Director of Advisory Services Development, Robert Zott's article – "Beware of Paper Devices: How Clinical Evaluations Can Be a House of Cards" – explores potential pitfalls now faced by device manufacturers regarding CERs and offers guidance on how to navigate them with success.

Nerac Analyst Kevin Closson's article "The Real Value of Competitive Landscape Analysis," looks closely at why the real value derived from such analyses is often misunderstood. The article examines the inherent value of conducting a CLA and why they are worth exploring in more detail.

Nerac Analyst Rosemarie Szostak, Ph.D., authors "Wine Bottles, Wine Boxes and the Premium Glass of Wine: A Packaging Conundrum." This article explores how an in-depth study of alternative consumer packaging across any market space can arm companies with the intelligence to position for market developments in a way that protects and accelerates their business.

Access all the articles [here](#).

About Nerac

Nerac Inc. is a global research and advisory firm for companies developing innovative products and technologies. Nerac provides expert insights that equip clients with the knowledge to develop or refine a technology, explore market growth opportunities, evaluate intellectual property strategies and respond to regulatory changes. Nerac serves approximately 5,000 users worldwide and delivers over 12,000 research projects and custom alerts each year. Nerac has a long, successful consulting history in a wide-range of industries with significant expertise and extensive data resources supporting client requests in the areas of technology scouting, IP, medical device, engineering, chemistry and advanced materials.