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FEB 10, 2012 @ 4:41 AM

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# The Truly Staggering Cost Of Inventing New Drugs

**Matthew Herper**  
FORBES STAFF

I cover science and medicine, and believe this is biology's century. [FULL BIO](#)

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During the Super Bowl, a representative of the pharmaceutical company Eli Lilly posted the on the company's corporate blog that the average cost of bringing a new drug to market is \$1.3 billion, a price that would buy 371 Super Bowl ads, 16 million official NFL footballs, two pro football stadiums, pay of almost all NFL football players, and every seat in every NFL stadium for six weeks in a row. This is, of course, ludicrous.

The average drug developed by a major pharmaceutical company costs at least \$4 billion, and it can be as much as \$11 billion.

**Research Spending Per New Drug**+  
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