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# PHILADELPHIA BUSINESS JOURNAL

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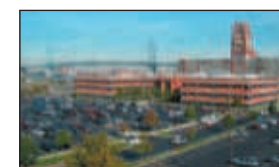
## SEPTA COVERAGE



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## Special report: Real Estate

Train stations are becoming the focal points for mixed-use developments. **P21**



## Camden Tech

Waterfront incubator ready to make its mark on entrepreneurship. **P4**



## Sizzle on Broad

Where's the beef? More and more it is along the Avenue of the Arts. **P5**



## Tall order

Eric Fraint says there's more to life than material wealth in CEO File. **P17**

## THE LIST

### By the numbers

The region's largest property and casualty insurers. **P29**

# Select arrives at a strategy



CEO Morr

NATALIE KOSTELNI  
STAFF WRITER

Select Greater Philadelphia has for the first time outlined a plan that it expects will help accomplish its mission to market the region to attract and retain businesses and

firmly establish the area as a business destination.

Armed with pledges of \$16 million provided by businesses, counties, individuals and institutions from across the region, the Greater Philadelphia Chamber of Commerce affiliate has its work cut out for it.

Aside from marketing the region, Select is charged with working to break down those historical political and geographic barriers when it comes to economic development and "Improve Greater Philadel-

SEE SELECT, P42

# Groups hope to bolster N.J.

ATHENA D. MERRITT  
STAFF WRITER

New Jersey is slipping in the eyes of others. In last year's annual Beacon Hill Institute State Competitive Index, it fell from a 26th ranking to 44.

This year, it ranked a dismal 45 out of 50 states in the Small Business & Entrepreneurship Council's Small Business Survival Index.

The state's combined federal, state, local tax burden is also now ranked the third highest in the nation by the U.S. Department of Commerce.

Those are just a few of the troubling trends in the Garden State that have business groups

SEE N.J. PLATFORM, P42



BOB FLEISCHHAUER | BUSINESS JOURNAL

## High fives for Five Below

Tom Vellios (left) and David Schlessinger stock up their new store. See story: **P3**

# Tylenol proves resilient as it adapts and turns 50

JOHN GEORGE  
STAFF WRITER

FORT WASHINGTON — Tylenol turns 50 this month.

That's not too shabby of an accomplishment for a brand whose future was in jeopardy two decades



ago following a product tampering tragedy.

The pain reliever, made by McNeil Consumer & Specialty Pharmaceuticals in Montgomery County, today captures about 30 percent of the market for branded pain, cold and cough remedy products, which generate annual sales estimated by ACNielsen at \$5.1 billion.

Tylenol was introduced in the United States in 1955 as the first aspirin-free prescription pain reliever for children. Today an estimated 240 billion Tylenol tablets are consumed annually worldwide.

Although the product has evolved into new

SEE TYLENOL, P44



## E-edition

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