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Biotech Industry: A Global, Economic and Financing Overview (Hardback)

By Bryan Bergeron, Paul D. Chan

John Wiley and Sons Ltd, United States, 2004. Hardback. Book Condition: New. New.. 239 x 160 mm. Language: English . Brand New Book. The biotech industry is a complex, rapidly evolving, and critical industry. The industry holds great commercial and societal promise, but it is also filled with hype, confusion, and risks. Bergeron and Chan do a remarkable job of providing a sweeping insightful, and probing assessment of the current state and likely evolution of this global industry. This book is essential reading for the executive who desires a thorough understanding of this business and its potential. --John P. Glasser, Vice President and Chief Information Officers, Partners Healthcare System, Inc. Bergeron and Chan have done a marvelous job integrating many different perspectives to give the reader a coherent road map of the biotech industry for the next decade. This powerful book is anchored by numerous relevant examples that create a framework which any life sciences professional needs to understand. Of particular note is the compelling assessment of the IT industry and its impact on the life sciences as these industries converge. --Michael A. Greeley, Managing General Partner, IDG Ventures. An in-depth examination of the growth and financing of the biotechnology...



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