

[PDF] Understanding Pharma: The Professional's Guide To How Pharmaceutical And Biotech Companies Really Work

John J. Campbell - pdf download free book



Books Details:

Title: Understanding Pharma: The Pro

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Released:

Language:

Pages: 311

ISBN: 0976309637

ISBN13: 9780976309635

ASIN: 0976309637

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pdf, mobi, epub, azw, kindle

Description:

The pharmaceutical industry is extremely complex, and so are the inner workings of the pharmaceutical and biotechnology companies operating within it. Even the most seasoned industry

professionals may find it difficult to understand the activities of, and interdependencies among, all key functions within a pharmaceutical company. Yet this knowledge is crucial when the responsibilities for--or repercussions of--key initiatives ripple across an organization.

Understanding Pharma is a must-read for anyone in the pharmaceutical industry--those new to the industry, industry veterans, and those working in or serving the industry.

1. Gain an understanding of the inner workings of each functional area in the typical pharmaceutical company
2. Learn the interdependencies of each functional area and how they affect the company's strategic goals
3. Understand how each functional area impacts the company's financial success.

The *Understanding Pharma* book and 10-module e-course series have been incorporated into the onboarding and professional development programs of numerous leading pharmaceutical and biotech companies, as well as university curricula for students preparing for careers in the industry. Two full printings of the first edition--more than 5,000 books--have sold out.

This second edition represents a significant expansion upon the original, with over 40 additional pages, including a new Medical Affairs chapter and new content related to the distinctive issues and requirements surrounding biopharmaceuticals. There are also major updates to the Managed Markets and Trade and Distribution chapters. Key data points have been revised throughout the book to maintain currency.

Topics covered in the book include:

4. The global scope of the pharmaceutical industry
5. Typical pharmaceutical company structure
6. Customer groups supply and demand drivers
7. Pharmaceutical product lifecycle
8. Drug Discovery
9. Drug Development
10. Business Development
11. Marketing
12. Sales
13. Managed Markets
14. Manufacturing
15. Distribution

Each function-specific chapter explains:

16. The role of that functional area in fulfilling the pharmaceutical company's mission
17. The impact of that functional area on company profitability and strategic vision
18. Key activities within that functional area

Understanding Pharma is an ideal resource for professionals in a wide variety of careers, including:

19. Sales
20. Marketing
21. Market Research
22. Medical Affairs
23. Business Development
24. Training
25. Contract Research
26. Medical Education

27. Advertising

28. Public Relations

Students preparing for careers in the pharmaceutical industry will also find it extremely effective in orienting them to their chosen field, and the industry as a whole.

Be sure your team has what it takes to succeed in this competitive environment. *Understanding Pharma* will provide the practical knowledge they need. Also be sure to check out the companion book, ***Lingua Pharma***, the first comprehensive glossary of industry-related terms.

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