

The Business Of Bioscience

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The Business of Bioscience: What goes into making a Biotechnology Product captivantly describes the unique and challenging facets within the exciting field of biotechnology business and medical product innovation. Biotechnology is the melding of business and science and, therefore, creates different challenges than those faced by other industries. There are longer development times, costly product development and clinical trials, unique talent requirements, and a changing regulatory environment. In this book you will find practical answers to: Why does it take so long to develop a biotechnology product? What is involved in making a therapeutic or diagnostic? How much money is needed to develop a product idea from bench to bedside? What are the characteristics and backgrounds of entrepreneurs who lead these organizations? How do you go about starting a biotechnology company? This book contains a wealth of technical, business and leadership insights conveyed with a "behind the scenes" look into the everyday challenges in biotechnology product development. EAN/ISBN : 9781441900647 Publisher(s): Springer, Berlin, Springer, New York Format: ePub/PDF Author(s): Shimasaki, Craig D.

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