



Building Biotechnology: Starting, Managing, and Understanding Biotechnology Companies - Business Development, Entrepreneurship, Careers, Investing, Science, Patents and Regulations

By Yali Friedman

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Building Biotechnology helps readers start and manage biotechnology companies and understand the business of biotechnology. This acclaimed book describes the convergence of scientific, political, regulatory, and commercial factors that define the scope of biotechnology. In addition to its popularity among business professionals and scientists seeking to apply their skills to biotechnology, Building Biotechnology has also been adopted as a course text in more than fifteen advanced biotechnology programs including MBA programs at UC Irvine, Tepper, and Schulich; the Johns Hopkins biotechnology MS/MBA program; and extension programs at Berkeley and UC San Francisco. This second edition significantly expands upon the foundation laid by the first, updating case law and business models in this dynamic industry and adding significantly more case studies, informative figures and tables.

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Editorial Review

Review

... a sound foundation for better understanding this exciting and rapidly changing line of commerce. --
RiskWorld

A terrific, plain-language introduction to a growing entrepreneurial sector. -- *National Business Incubation Association*

From the Publisher

As biotechnology changes paradigms in medicine, agriculture, and industrial processes, there is a pressing need for cross-trained individuals capable of developing new innovations and bringing them to market. Building Biotechnology helps readers start and manage biotechnology companies and understand the business of biotechnology. This acclaimed book describes the convergence of scientific, political, regulatory, and commercial factors that drive the biotechnology industry and define its scope. Building Biotechnology is designed to meet the following needs:

- * Many seasoned business professionals, even those within biotechnology companies, are eager to apply their skills to biotechnology but are challenged to understand how the industry operates.

- * Many entrepreneurial scientists are eager to realize the commercial potentials of their inventions and ideas but are unfamiliar with business development.

- * Many interested readers are frustrated by the lack of books describing commercial aspects of biotechnology. This second edition significantly expands upon the foundation laid by the first, updating case law and business models in this dynamic industry and adding significantly more case studies, informative figures and tables. Most importantly, Building Biotechnology enables seasoned business professionals and entrepreneurial scientists alike to understand the drivers of biotechnology businesses and apply their established skills for commercial success.

From the Inside Flap

27 Figures 14 Tables 35 Case Studies

Users Review

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