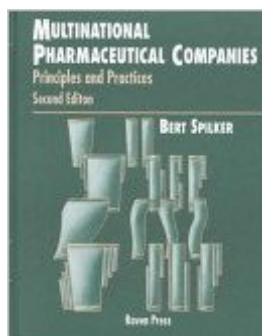


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# Multinational Pharmaceutical Companies: Principles And Practices



## Synopsis

The updated, revised Second Edition of this book is more than twice the size, twice as enjoyable, and, given today's pharmacopolitical climate, twice as relevant as its predecessor. Enhanced by many more real-world examples, more up-to-date tables and charts, and revamped drawings and schematics, *Multinational Pharmaceutical Companies* features new, 90s-oriented chapters on costs and pricing, animal research, pharmacopolitics, prescription to over-the-counter conversions, mergers and joint ventures, licensing, patents, biotechnology, and legal issues. An entirely new section on the medical-marketing interface covers corporate issues, organizational and staffing issues, and joint medical and marketing activities, and discusses medical and marketing needs, wants, possibilities, and problems in developing new drugs. Chapters on marketing, production, finance, technical development, and portfolio analysis have been significantly expanded. This new book also includes more of Spilker's "golden rules" of drug discovery and development

## Book Information

Series: Principles and Practices

Hardcover: 803 pages

Publisher: Lippincott Williams & Wilkins; 2 Sub edition (January 15, 1994)

Language: English

ISBN-10: 0781701007

ISBN-13: 978-0781701006

Product Dimensions: 2 x 8.8 x 11.2 inches

Shipping Weight: 5 pounds

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Best Sellers Rank: #4,186,653 in Books (See Top 100 in Books) #108 in Books > Medical Books > Pharmacology > Product Development #2208 in Books > Medical Books > Administration & Medicine Economics > Medical History & Records #2446 in Books > Textbooks > Medicine & Health Sciences > Allied Health Services > Pharmacy

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