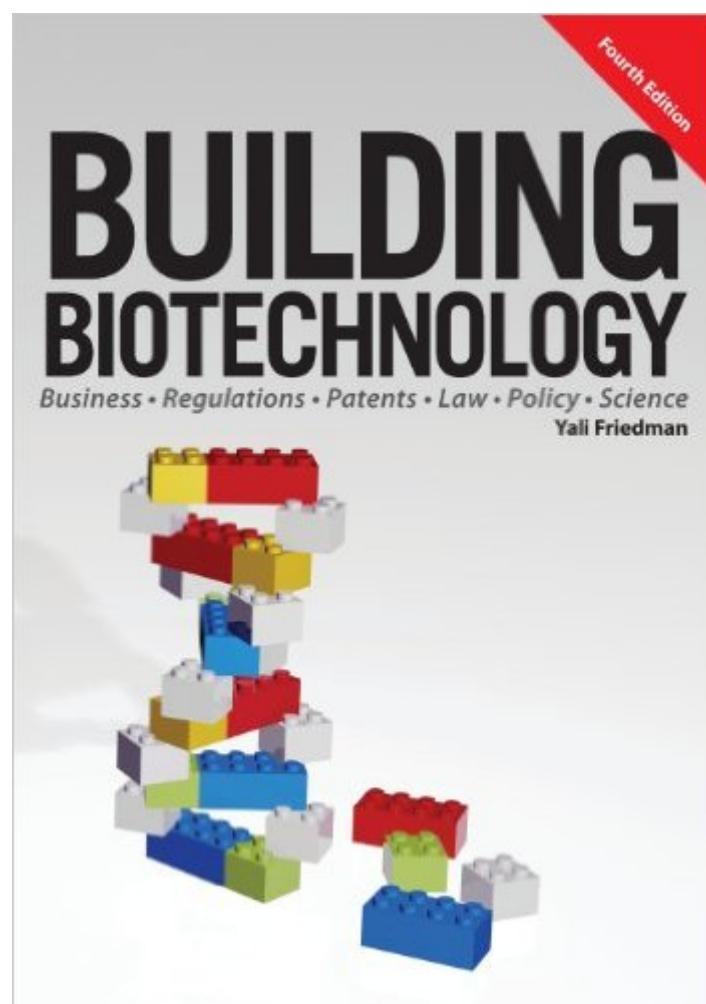


The book was found

Building Biotechnology: Biotechnology Business, Regulations, Patents, Law, Policy And Science



Synopsis

Building Biotechnology helps readers understand the business of biotechnology, how to start and manage biotechnology companies, and how to better service the needs of biotechnology companies. This acclaimed book describes the convergence of scientific, political, regulatory, and commercial factors that drive the biotechnology industry and define its scope. 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 dozens of advanced biotechnology programs including MBA programs at UC Irvine, Tepper, and Boston University; the Johns Hopkins biotechnology MS/MBA program; NIH Office of Technology Transfer; extension programs at Berkeley and UCSF; and international programs at the Karolinska Institute, Macquarie University, and Schulich School of Business. This fourth edition significantly expands upon the foundation laid by the first three, 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.

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Customer Reviews

While this book contains valuable information regarding the biotechnology industry, the writing format is awful. I find it hard to believe this author is the Cheif Editor of a journal, simply due to the

excessive amount of errors found frequently throughout the text. We are talking blatant spelling errors, punctuation faux pas, missing words, extra unnecessary phrases in sentences, and misused words (like bases instead of basis). I can certainly understand if the author is a non-native English speaker (which may or may not be the case), but someone, SOMEONE, should have noticed these errors prior to publication. If there was an "editor", which I can't find any info about, this person was sleeping on the job. Again, great information but the errors are distracting and take away from the subject matter. Further, the quality of the book binding is defective. This brand new book has a gap in the glue of the binding. If you open the book the the middle pages, you can see this gap.

Really useful book to understand the non-scientific aspects of biotechnology. Easy to read/understand

Very useful book. Cover broad topic. Suitable for self-learing as well as teaching. Must have for beginners.

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