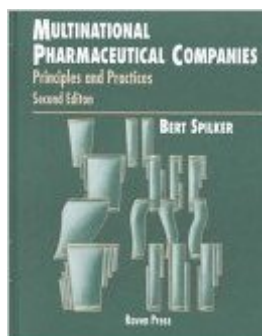


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Multinational Pharmaceutical Companies: Principles And Practices



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

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