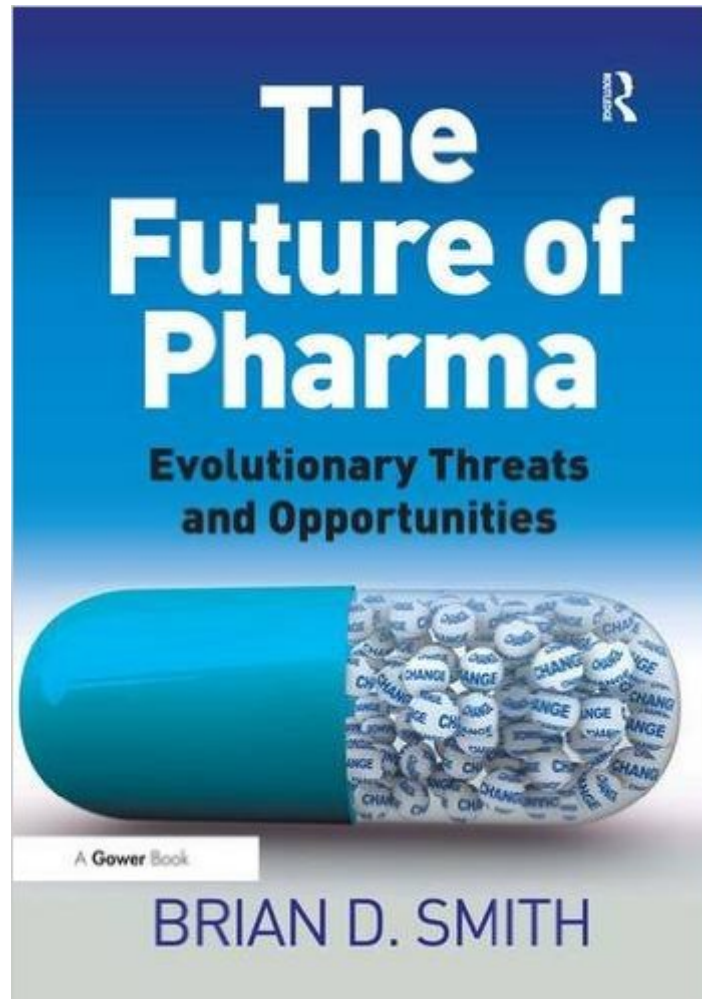


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# The Future Of Pharma: Evolutionary Threats And Opportunities



## Synopsis

By any standard, the pharmaceutical industry's history has been a successful one. In addition to its profits and shareholder dividends, it has been seen by investors as relatively low risk and, largely, counter-cyclical to stock market trends. However, that important contribution appears to be petering out, with significant global implications for employees, shareholders, governments and patients. This is not just caused by the economic crisis. Long before this, several distinct but related streams of evidence emerged that now point to the stalling of the pharmaceutical industry. *The Future of Pharma* examines the causes of the industry's potential decline and offers a convincing and rigorous analysis of the options open to it. What emerges is a landscape defined, on the one hand, by the changing marketplace of mass-market consumers, institutional healthcare systems and wealthy individuals; and on the other by the alternate sources of commercial value - innovative therapies; super-efficient processes, supply chains and operations; and closer customer relations and increasingly tailored health services. The challenges to the pharmaceutical industry now and in the medium and long-term are very significant. Brian Smith's highly readable research findings are a wake-up call and a first step forward for anyone concerned with the future of the industry; whether executive, customer, policymaker or investor.

## Book Information

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## Customer Reviews

With this book Brian Smith demonstrates the audacity to predict the future of the pharmaceutical industry. He first provides an historical overview of the path that has lead the pharmaceutical

industry to evolve from the classic apothecary form, to what it is today. Now, the industry is faced with many challenges, such as increasing health care costs while resources devoted to health care decrease. Many factors are described that herald the end of the traditional pharma business model. And why blockbuster thinking is no longer effective in today's environment. He then identifies several new business models, adapted to the new environment, and demonstrates the innovative thinking needed to create them. Also, the author submits many quotes from leaders of pharmaceutical companies who are currently responsible for innovation to survive the massive changes presented in the healthcare environment today. Not afraid of Darwinian thought, the underlying thinking seems strongly influenced of the premise that those who can adapt to new conditions shall survive. In essence, the book takes a scholarly approach on how the future of the pharmaceutical industry may be architected. It takes many factors, including social, environmental, and technical factors from our current environment into account, to arrive at its models for the realistic near future. Even more, the book gives tangible, ready-to-use strategies to adapt to the requirements for each individual business model. The book may be valuable for those involved in pharmaceuticals, medicine, medical industry, as well as those in business, or others keen to link to or to understand the evolution eminent in pharmaceutical companies and overall, to adopt evolutionary adaptive tactics.

Must read! And very easy to read, with many insights and illustrations from interviews of senior leaders of the industry or its ecosystem

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