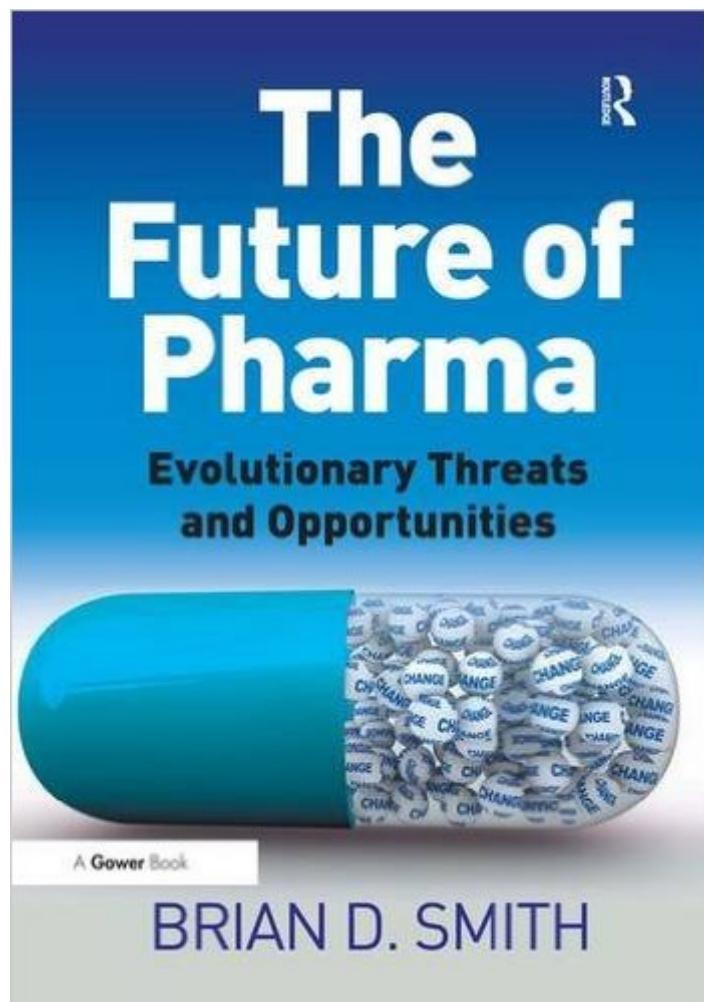


The book was found

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

Hardcover: 214 pages

Publisher: Routledge; New edition edition (July 28, 2011)

Language: English

ISBN-10: 1409430316

ISBN-13: 978-1409430315

Product Dimensions: 1 x 7 x 10 inches

Shipping Weight: 1.4 pounds

Average Customer Review: 4.5 out of 5 starsÂ See all reviewsÂ (2 customer reviews)

Best Sellers Rank: #1,795,795 in Books (See Top 100 in Books) #116 inÂ Books > Business & Money > Industries > Pharmaceutical & Biotechnology #209 inÂ Books > Business & Money > Management & Leadership > Distribution & Warehouse Management #1769 inÂ Books > Textbooks > Business & Finance > Business Development

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

[Download to continue reading...](#)

The Future of Pharma: Evolutionary Threats and Opportunities
Bad Language, Naked Ladies, and Other Threats to the Nation: A Political History of Comic Books in Mexico
The Rainforests of West Africa: Ecology, Threats, and Protection
Bad Pharma: How Drug Companies Mislead Doctors and Harm Patients
Deadly Medicines and Organised Crime: How Big Pharma Has Corrupted Healthcare
Healthcare Investing: Profiting from the New World of Pharma, Biotech, and Health Care Services (McGraw-Hill Finance & Investing)
Crisis Leadership Now: A Real-World Guide to Preparing for Threats, Disaster, Sabotage, and Scandal
Entry Threats and Pricing in the Generic Drug Industry
ADHD Nation: Children, Doctors, Big Pharma, and the Making of an American Epidemic
Improving Web Application Security: Threats and Countermeasures
Show Me the Money, Honey: The Truth about Big Pharma's War on Salt, Chocolate, Cholesterol & the Natural Health Products That Could Save Your Life
The Antidote: Inside the World of New Pharma
A Nation of Takers: America's Entitlement Epidemic (New threats to freedom series)
The Mystery of the Shemitah: The 3,000-Year-Old Mystery That Holds the Secret of America's Future, the World's Future, and Your

Future! The Mystery of Shemitah: The 3,000-Year-Old Mystery That Holds the Secret of America's Future, the World's Future, and Your Future The Mystery of the Shemitah With DVD: The 3,000-Year-Old Mystery That Holds the Secret of America's Future, the World's Future, and Your Future! The Secrets of Economic Indicators: Hidden Clues to Future Economic Trends and Investment Opportunities (3rd Edition) The Design of Innovation: Lessons from and for Competent Genetic Algorithms (Genetic Algorithms and Evolutionary Computation) Globalization, Economic Development and Inequality: An Alternative Perspective (New Horizons in Institutional and Evolutionary Economics Series) Soft Computing: Integrating Evolutionary, Neural, and Fuzzy Systems

[Dmca](#)