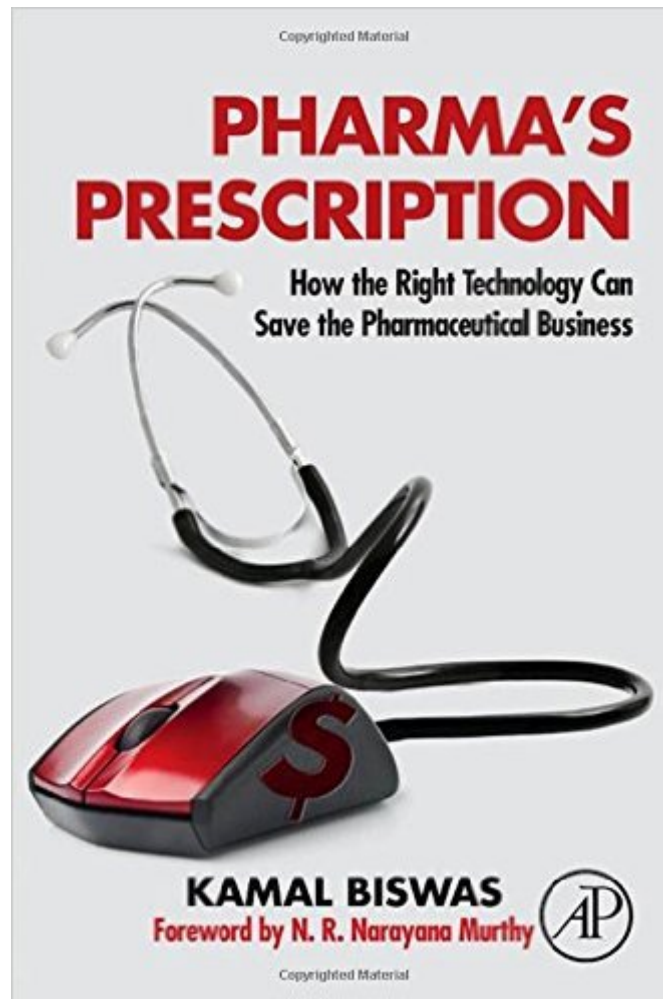


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# Pharma's Prescription: How The Right Technology Can Save The Pharmaceutical Business



## Synopsis

The pharmaceutical industry needs a shot in the arm – and not a moment too soon. The executive suite is mired in a bygone era, a time when extensive, well-funded pharmaceutical R&D produced blockbuster drugs, kept everything in-house and reaped the financial rewards. But that way of working needs to change. Executives now need to know what the technologists in their companies are doing in order to survive the next decade. Written for those new to industry, as well as for experienced professionals or specialists looking to expand their knowledge, this book is a must-read for business executives and information technologists alike. *Pharma's Prescription* bridges the knowledge gap between current business practices and the most valuable technologies today. This book is filled with practical, real-life examples from industry and is a straightforward guide for all pharmaceutical and information technology executives who need to improve their businesses. Focuses on practical solutions that are easily incorporated in your day-to-day work. Integrates business operations and information technology. Highlights the industry's top turn-around stories. Discusses pharmaceutical industry trends, growth opportunities, innovation drivers, regulatory complexities, and emerging market operations.

## Book Information

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## Customer Reviews

The book is well written and detailing. However Total Factor productivity is not touched. In today's competitive environment the cost/service model must be based on accurate and acceptable measurement. The engagement of employees in Pharma all over the world is pathetic and must be

looked onto.Ashok Badve

Excellent and practical approach to how technology can help the Pharma industry. Extensive real life examples and challenges and the associated learnings from that are what bring this book to life

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