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Titolo	Drug truths [[electronic resource]] : dispelling the myths about pharma R&D // John L. LaMattina
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 124-132) and index.
Nota di contenuto	Cholesterol drugs are unnecessary -- Industry is more interested in 'me-too' drugs than in innovation -- It takes industry too long to discover new drugs -- Drugs are discovered by academia -- New medicines add costs but little benefit -- Big pharma has failed and should learn from biotech success -- The industry invents diseases -- New drugs are less safe than traditional medicines -- Industry spends more on advertising than R&D -- Industry does not care about diseases of the developing world -- Big pharma's day has passed -- Final reflections.
Sommario/riassunto	This book answers the questions about the process and costs of pharmaceutical R & D in a compelling narrative focused on the discovery and development of important new medicines. It gives an insider's account of the pharmaceutical industry drug discovery process, the very real costs of misperceptions about the industry, the

high stakes--both economic and scientific--of developing drugs, the triumphs that come when new compounds reach the market and save lives, and the despair that follows when new compounds fail. In the book, John LaMattina, former president of Pfizer Global Research and Devel
