

1. Record Nr.	UNINA9910452303303321
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Titolo	A mathematical approach to multilevel, multiscale health interventions [[electronic resource]] : pharmaceutical industry decline and policy response / / Rodrick Wallace, Deborah Wallace
Pubbl/distr/stampa	London, : Imperial College Press, 2013
ISBN	1-299-46216-2 1-84816-997-3
Descrizione fisica	1 online resource (238 p.)
Altri autori (Persone)	WallaceDeborah
Disciplina	615.5/80151
Soggetti	Drug development Drugs - Research Drugs - Design - Mathematical models Medical geography Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
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Sommario/riassunto

This book, based on published studies, takes a unique perspective on the 30-year collapse of pharmaceutical industry productivity in the search for small molecule "magic bullet" interventions. The relentless escalation of inflation-adjusted cost per approved medicine in the United States - from 200 million in 1950 to 1.2 billion in 2010 - has driven industry giants to, at best, slavish imitation in drug design, and at worst, abandonment of research and embracing of widespread fraud in consumer marketing. The book adapts formalism across a number of disciplines to the strategy for design of mu
