

1. Record Nr.	UNINA9910788696703321
Autore	Austin Martin
Titolo	Licensing, selling and finance in the pharmaceutical and healthcare industries : the commercialization of intellectual property / / Martin Austin
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2016
ISBN	1-317-10530-3 1-315-59234-7 1-283-62954-2 9786613941992 1-4094-5080-5
Descrizione fisica	1 online resource (191 p.)
Disciplina	338.4/76606 338.476151 338.476606 615.10681
Soggetti	Biotechnology industries Pharmaceutical industry Intellectual property
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A Gower book"--Cover. First published 2012 by Gower Publishing.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. The challenge -- pt. 2. Models and solutions.
Sommario/riassunto	Licensing, Selling and Finance in the Pharmaceutical and Healthcare Industries is an assessment of the turbulent state of pharmaceutical and biotechnology markets as we enter the second decade of the 21st Century. At the same time, the book offers a cautionary evaluation of the future financing of innovation in terms of what's gone wrong and how to succeed in the future. Martin Austin explores the challenge that the pharmaceutical (and related) industries face in terms of balancing short term, cost containment and expenditure control in areas such as internal research and development; whilst em

