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| Nota di contenuto       | Cracking the Code; Contents; Acknowledgements; Introduction; ChapterOne: Transformational Technologies; Futurists and Scientists Look into the Future; The Convergence of Technology and Biology; ChapterTwo: The Evolution of Medicine and the Emergence of Biopharma; From Atoms to Cells to Living Organisms; The History of the Pharmaceutical Industry; ChapterThree: The Drug Industry - Reinventing the Model; Big Pharma, Biopharma; Drug Patents; The Path to Riches: FDA Approval; In Summary; ChapterFour: Curing Disease - Promising Prospects in the Main Therapeutic Areas<br>Cancer - Step by Step, Being Beaten<br>Infectious Diseases: New Antibiotics, Hepatitis and HIV Drugs Make for a Fast-growing Sector; Obesity and its Evil Sisters: Type 2 Diabetes and Kidney Disease; The Heart of the Matter - Biggest Killer on the Prowl; Fading into the Night - Neurodegeneration, Rheumatology and Multiple Sclerosis; Respiratory Disease - New Drugs: A Breath of Fresh Air; Rare Diseases and Rare |

Profits; Drugs for Pain and for the Central Nervous System; The Best of the Rest - Ophthalmology, Dermatology, Gastrointestinal and Bone Disease

ChapterFive: Turning Back the Clock - Stem Cells, Genomics, Gene Therapy and RegenerationStem Cells; Gene Therapy and Nano

Medicine; Organ Growth in and out of the Body; ChapterSix: Demographic Changes; The Working Age Labour Pool in the World is Shrinking; Can Immigration Solve the Labour Shortage in the Developed World?; The Social Impact of an Ageing Population; The United States is the Best Positioned Developed Country; Support Ratios Have Been Plummeting; China's Grey Future; What Can Governments Do To Avoid Their Country Becoming a Nursing Home?

ChapterSeven: Bioscience's Disruptive InfluencesInsurance and Healthcare; Real Estate; Politics; Geopolitics; Retail Goods and Services; The Food Industry; The Investment Industry; The Law; Shortage of

Young People in Developed Nations; ChapterEight: Robotics and Nanotechnology; Robotics; Surgical Procedures/Surgical Assistance; Medical Monitor/Nurse; Housemaid/Domestic Assistance;

Companion/Pet; Nanotechnology; ChapterNine: Lifestyle Maintenance;

It's a Fact: Obesity Shortens your Life; Extending Life Expectancy;

Common Traits of People who Live the Longest; A "Cure" to Ageing

Telomeres - Our Biological ClockChapterTen: Investment in Biopharma

- Chasing Those Money Fountains; Conservative Portfolio; Balanced Portfolio; Speculative Portfolio; Company Overviews; Summary;

Glossary; Appendix - Key Financial Charts of Big Pharma; References; Bibliography; Index

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## Sommario/riassunto

Everything you need to know about the most important trend in the history of the world Within most people's lifetimes, the developments in the biotechnology sector will allow us to live increasingly long and healthy lives, as well as provide us with technological innovations that will transform the way we live. But these innovations offer more than just hope for a better life, but hope for better returns too. Financial returns of incredible magnitude await savvy investors and businesspeople who can see the massive changes on the horizon. This book details these fast-moving trends

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