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Nota di contenuto	BIOINDUSTRY ETHICS; BIOINDUSTRY ETHICS; Contents; Research Team; Preface; Acknowledgments; Introduction; ETHICAL ISSUES CONFRONTING BIOSCIENCE COMPANIES; WHY SHOULD BIOSCIENCE FIRMS CARE ABOUT ETHICS?; ETHICISTS AND THE BIOSCIENCE INDUSTRY; A NEW APPROACH: BIOSCIENCE BUSINESS ETHICS; STRUCTURE OF THE BOOK; Merck: Staying the Course; INTRODUCTION; FOCUSING ON PATIENTS AND THE LONG TERM; ETHICS RESOURCE CENTERS; INTERNAL ETHICAL PRACTICES; ASSESSING THE IMPACT; BENEFITS OF AN ETHICAL APPROACH; ETHICAL ISSUES; DRUG PRICING, ACCESS, AND INTELLECTUAL PROPERTY CLINICAL TRIALS AND PUBLICATION OF RESULTS WHAT DRUGS TO DEVELOP; CHALLENGES FOR THE FUTURE; Genzyme: Putting Patients First; INTRODUCTION; PUTTING THE PATIENT FIRST: GENZYME IS APPROACH TO ETHICAL ISSUES; ETHICAL ISSUES; ETHICAL MECHANISMS; SUSTAINING THE GENZYME CULTURE; CONCLUSION; Millennium pharmaceuticals, Inc.: Creating and Sustaining Corporate Values; INTRODUCTION; MILLENNIUM PHARMACEUTICALS INC.; INSTITUTIONALIZING CORE VALUES AND ETHICS; ETHICS EDUCATION PROGRAMS; IMPACT OF INSTITUTIONALIZATION OF VALUES AND ETHICS; PRESERVING A FOCUS ON CORE VALUES; THE FUTURE

Maxim Pharmaceuticals (A): Internal and External Dialogues  
AN UNUSUAL BIOTECH LEADER; THE IMPACT OF BUSINESS ETHICS IN THE BIOSCIENCE INDUSTRY; COMPANY HISTORY; EMBEDDING CORE VALUES; MECHANISMS FOR EMBEDDING CORE VALUES; BUILDING A SUCCESSFUL GLOBAL BOARD; ANNUAL STRATEGIC RETREAT; DEALING WITH ETHICAL ISSUES; MAXIM PHARMACEUTICALS (B); Diversa Inc.: Ethical Issues in Bioprospecting Partnerships; FROM BIOPIRACY TO BIOPROSPECTING; THE COMPANY; THE CONTEXT FOR BIOPROSPECTING PARTNERSHIPS; DIVERSAIS BIODIVERSITY COLLABORATIONS; PROCESS FOR ESTABLISHING AND IMPLEMENTING COLLABORATIVE AGREEMENTS  
ETHICAL DECISION MAKING TOWARD THE FUTURE; DIVERSA INC. (B); DIVERSA INC. (C); DIVERSA INC. (D); Pipeline Biotech A/S: Competing Regulatory Regimes for Laboratory Animal Experiments; INTRODUCTION; COMPANY HISTORY; BUSINESS MODEL AND ETHICAL APPROACH; EMPOWERING THE WORKFORCE; ETHICAL ISSUES AT PIPELINE; CONCLUSION; TGN Biotech: A Start-Up with Ethical Roots; WHAT NOW?; TGN BIOTECH; TGNIS MARKET; SEMENESISTM; WHY PIGS AND WHY SEMEN?; THE ETHICAL ISSUES; MECHANISMS FOR A TRANSPARENT PROCESS; FUTURE POSSIBILITIES; WHAT NEXT?; Interleukin Genetics and Alticor: An Unlikely Partnership; INTRODUCTION  
COMPANY ORIGIN  
EXPLORING THE ETHICS OF GENETIC TESTING; FAILED EFFORTS TO BUILD A PERSONALIZED MEDICINE BUSINESS; PUTTING ETHICS EXPERTS IN CHARGE; APPROACH TO ETHICAL ISSUES; PROPOSED ALTICOR DEAL; INTERLEUKIN GENETICS AND ALTICOR: AN UNUSUAL PARTNERSHIP; CREATING AN ETHICAL APPROACH TO NUTRIGENOMICS; Sciona Ltd.: A Pioneer in Nutrigenomics: The Path to Consumer Acceptance; INTRODUCTION; BACKGROUND; PRODUCT LAUNCH; ETHICAL CONSIDERATIONS; THE CASE FOR ETHICS; APPLICATION TO THE HUMAN GENETICS COMMISSION; PUBLIC OPPOSITION; RESULTS; THE HGC RECOMMENDATIONS; TOWARD THE FUTURE  
Affymetrix, Inc.: Using Corporate Ethics Advice

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Sommario/riassunto

This book is the first systematic, detailed treatment of the approaches to ethical issues taken by biotech and pharmaceutical companies. The application of genetic/genomic technologies raises a whole spectrum of ethical questions affecting global health that must be addressed. Topics covered in this comprehensive survey include considerations for bioprospecting in transgenics, genomics, drug discovery, and nutrigenomics, as well as how to improve stakeholder relations, design ethical clinical trials, avoid conflicts of interest, and establish ethics advisory boards. The expert authors represent

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