

1. Record Nr.	UNINA9910817235003321
Autore	Ellery Tony
Titolo	Pharmaceutical lifecycle management : making the most of each and every brand // Tony Ellery, Neal Hansen
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2012
ISBN	1-280-59148-X 9786613621313 1-118-26589-0 1-118-26675-7 1-118-26679-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (413 p.)
Altri autori (Persone)	HansenNeal
Disciplina	338.4/76153
Soggetti	Pharmaceutical industry - Economic aspects Drug approval - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	pt. A. Lifecycle management business environment -- pt. B. Lifecycle management regulatory and legal environment -- pt. C. Patents and exclusivities -- pt. D. Developmental LCM -- pt. E. Commercial LCM -- pt. F. Biologics and biosimilars -- pt. G. The integrated brand LCM strategy and its implementation -- pt. H. Integrating LCM with portfolio management.
Sommario/riassunto	A comprehensive guide to optimizing the lifecycle management of pharmaceutical brands The mounting challenges posed by cost containment policies and the prevalence of generic alternatives make optimizing the lifecycle management (LCM) of brand drugs essential for pharmaceutical companies looking to maximize the value of their products. Demonstrating how different measures can be combined to create winning strategies, Pharmaceutical Lifecycle Management: Making the Most of Each and Every Brand explores this increasingly important field to help readers understand what they