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| 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 | 9786613621313 9781280591488 128059148X 9781118265895 1118265890 9781118266755 1118266757 9781118266793 111826679X |
| 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
