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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Whither pharma? The world's most important industry at a fork in the road -- Universal acid. A way to understand the complex, adaptive pharmaceutical industry -- An evolving social environment -- An evolving technological environment -- The evolution of the pharmaceutical industry -- The speciation of pharma. The new business models that will transform the industry -- Sex, forced moves and good tricks. What new capabilities will be needed to survive and thrive in the future of pharma? -- Flat, focussed tribes. Organizational structures in the future of pharma -- Gales of creative destruction. The turmoil ahead of the pharmaceutical industry.
Sommario/riassunto	The Future of Pharma examines the causes of the industry's potential decline and offers a convincing and rigorous analysis of the options open to it. What emerges is a landscape defined, on the one hand, by the changing marketplace of mass-market consumers, institutional healthcare systems and wealthy individuals; and on the other by the alternate sources of commercial value - innovative therapies; super-

efficient processes, supply chains and operations; and closer customer relations and increasingly tailored health services.
