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Titolo	Pharmaceutical anti-counterfeiting : combating the real danger from fake drugs // Mark Davison
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Descrizione fisica	1 online resource (428 p.)
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Soggetti	Product counterfeiting Drug adulteration
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. General themes -- pt. 2. Authentication -- pt. 3. Product tracking -- pt. 4. Conclusions and the future -- pt. 5. Further Resources.
Sommario/riassunto	This book overviews and integrates the business and technical issues that pharmaceutical companies need to know in order to combat the major global problem of counterfeit medicines. In addition to discussion of the problems, the author Davison addresses analytical techniques scientists use to detect counterfeits and presents some possible solutions to the threat of counterfeit medical products. Coverage moves from basic overview of the problem, costs / risks to consumers (toxic products, mistrust of drug companies) and business (revenue loss, public trust), government oversight and regulation,