

Science Lessons

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Widely regarded as the most innovative, successful biotech firm ever, Amgen led its industry in revenue and sales growth in 2007. Top magazines including Fortune and Industry Week have repeatedly named it one of America's best companies to work for.

In *Science Lessons*, Gordon Binder--CEO and chairman during 1988-2000--describes Amgen's climb to success. Revealing the highs and lows it experienced in the race to develop blockbuster drugs, he takes readers from the time Amgen had just three months of capital in the bank and no viable products in the pipeline to its spectacular success. The turning point? The 1989 launch of Epogen, which dramatically helped kidney dialysis patients suffering from debilitating anemia. Other landmark drugs, including Neupogen, would follow.

Through engaging anecdotes and cogent insights, Binder weaves a fascinating tale while offering his unique brand of practical management advice. Using the principals of the scientific method, he shares his recommendations for tackling pressing business challenges--such as managing creative employees, navigating the IPO process, and protecting intellectual property.

This colorful first-person account showcases the visionary science and daring business strategy that made Amgen great--offering valuable lessons for all companies.

作者介绍:

目录:

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评论

创业过程看得人心潮澎湃啊

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A biography from Amgen's previous CEO. Corroborated many lessons that have been taught in school.

安进的成长之路，由第二任总裁，CFO出身的娓娓道来，对照中国START-UP公司面临的挑战，感觉很是受用。原来我们碰到的困难别人也一样一样的碰到，只要咬紧牙关齐心协力逼自己狠一点，都能挺过去。研发烧钱，筹资能力如此的重要；分子筛选策略，哪个该卖哪个该自己生产销售需要很好的眼光；临床跟进所需的执行力等等，science based, 对试错的容忍，面试团等都是很好的借鉴。一堂很好的管理课程。

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书评

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