

Building Biotechnology



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The definitive biotechnology industry primer, now in its 3rd edition. Building Biotechnology provides a comprehensive fundamentals-based overview of the commercialization of biotechnology. Expanding on this foundation to ensure a practical appreciation of operational issues in the biotechnology industry, Building Biotechnology adds real-world examples on topics such as the hidden pitfalls of common operational decisions; practical considerations in selecting business models and funding options; strategies to overcome developmental failures; and, methods to leverage options to strengthen development plans.

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目录:

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