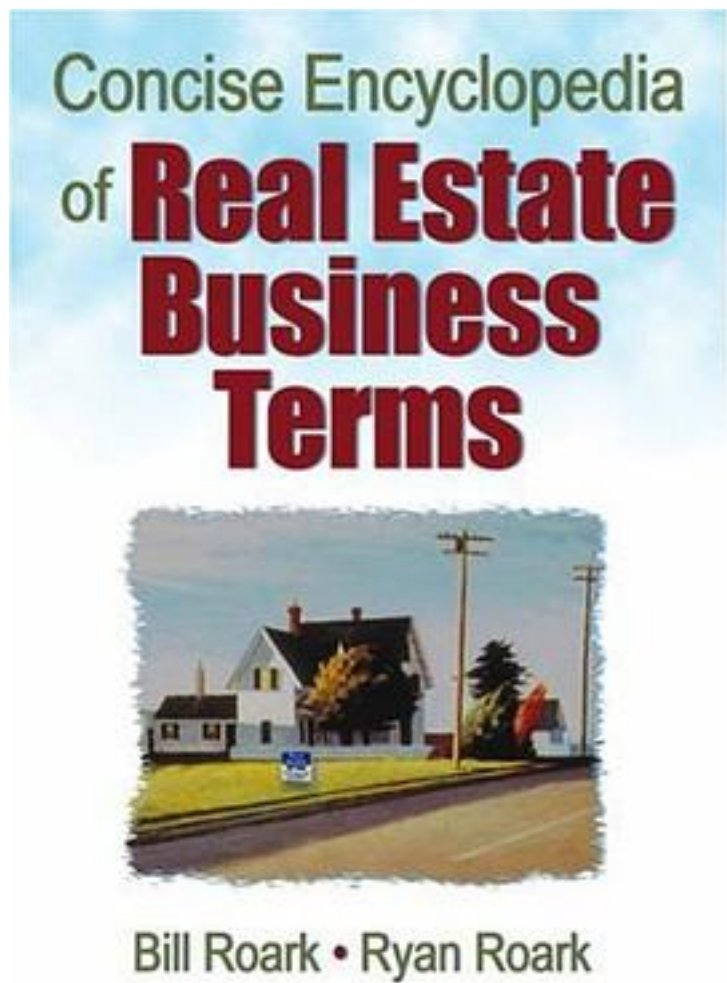


# Morden Pharmaceutical Industry



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An in-depth look at the industry from experts in the field Many people think the

pharmaceutical industry simply comes up with new medicines, tests them, and then sells them. Modern Pharmaceutical Industry: A Primer comprehensively explains the broad range of various divisions in this complex industry. Experts actively involved in each division discuss their own contribution to a pharmaceutical company's work and success. Divisions include regulatory affairs, research and development, intellectual property, pricing, marketing, generics, OTC, and others. Modern Pharmaceutical Industry: A Primer offers an in-depth examination of the industry, providing a detailed look at the anatomy of a contemporary drug company. This helpful text describes the structure and functioning of a pharma company to help those unfamiliar with the workings understand better what goes on behind the scenes at a modern drug company. The divisions of the industry explored by Modern Pharmaceutical Industry: A Primer include: new drug discovery formulation and manufacture regulatory affairs clinical trials medical information contracts/legal sales/marketing finance and accounting generics OTC's future trends/issues "and much more" Modern Pharmaceutical Industry: A Primer is a valuable resource for new hires at United States pharmaceutical companies, upper level pharmacy students, graduate students in pharmacy administration, drug company management, and academic health center libraries.

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