



Die Pharmaindustrie: Einblick - Durchblick - Perspektiven (German Edition)

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Aktualisiert und erweitert wird ein Überblick über die Aktivitäten in der pharmazeutischen Industrie gegeben: Wie funktioniert die Arzneimittelentwicklung? Welche Strukturen hat die Pharmaindustrie, wer gehört zu den internationalen "Playern"? Dieses seit vielen Jahren erfolgreiche Buch beschreibt die relevanten Schritte der Entwicklung, Zulassung, Produktion, Vermarktung, Geschäftsentwicklung und Patentierung von Arzneimitteln.

Dabei werden Vergleiche zwischen Europa und den USA angestellt. Auch China und die sog. *emerging markets* werden betrachtet.

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