

Strategy and project management is very important in the pharmaceutical and biotechnology industries as it can take a decade and over a billion dollars to develop a successful drug. This comprehensive volume presents academic, industry and other complementary viewpoints on the drug research process with many illustrative examples, anecdotes and representative case studies. Experts evaluate the strengths and weaknesses of old and new methods, the crossroads of tactics and strategy and market forces. Project management chapters highlight decisions that must be made along the drug discovery pathway and investigate outsourcing, licensing, innovation and managing scientists. The volume concludes with some case studies so that readers can examine practical applications of strategy and project management applied to real life examples.\* valuable content available from May 2009 as an individual volume \* separate volumes will appeal to a wider chemistry, biochemistry and medicinal audience \* priced for individual researcher as well as library purchase

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