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Science Business The Promise The

Science Business is refreshing and inspiring for anyone who is interested in the future success of biotechnology, including life science executives, investors, policy-makers and, most importantly, the patients who it has the potential to help the most" - Dr. Daniel Vasella, Chairman & CEO, Novartis AG

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Science Business: The Promise, the Reality, and the Future of Biotech. By Gary P. Pisano. Yali Friedman Ph.D. E-mail address: info@thinkbiotech.com. New Economy Strategies, Washington, DC. Search for more papers by this author. Yali Friedman Ph.D. E-mail address: info@thinkbiotech.com.

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Next, the author describes his analysis of the business performance of the biotech industry thus far and thoroughly explained to readers why the sector's performance has lagged behind its promise. "Science Business" is very well-written and

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presents the unfolding saga of the business of science in an organized manner.

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