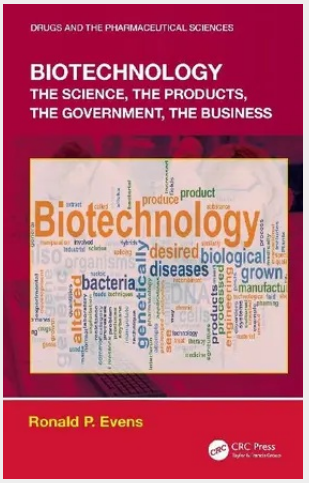
Evens

Biotechnology

the Science, the Products, the Government, the Business

The over-riding premise for biotechnology in this book is bringing novel products to market to substantially advance patient care and disease mitigation. Biotechnology, over its relatively brief existence of 40 years, has experienced a mercurial growth. The vast educational need for biotechnology information in this rapidly burgeoning field is a basic rationale here. However a more prominent underpinning is that, bringing biotech products to market for patient care involves success in the following four areas of engagement simultaneously - scientific advances for healthcare technologies, novel and varied products for untreated diseases, regulatory authorities, and biotech companies. Features - Comprehensive coverage of biotechnology science topics used in development and manufacturing - Addresses all the scientific technologies within biotechnology responsible for products on the market and the pipeline - Presents business issues such as marketing and sales of the products, as well as companies engaged, and how biotech business has evolved

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261,80 €
261,80 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780367024673
Medium: Buch
ISBN: 978-0-367-02467-3
Verlag: CRC Press
Erscheinungstermin: 17.03.2020
Sprache(n): Englisch
Auflage: 1. Auflage 2020
Serie: Drugs and the Pharmaceutical Sciences
Produktform: Gebunden
Gewicht: 476 g
Seiten: 202
Format (B x H): 161 x 240 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)