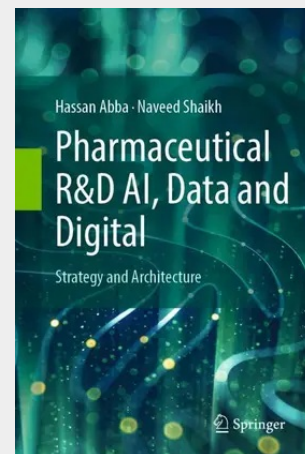


Pharmaceutical R&D AI, Data and Digital

Strategy and Architecture

Advances in data, artificial intelligence, and digital technologies are transforming pharmaceutical R&D, yet they are often presented separately from the scientific and operational processes that bring new medicines to patients. This book brings these perspectives together. It follows the full pharmaceutical R&D value chain — from target discovery through pre-clinical and clinical development to regulatory approval and patient safety — and shows how scientific understanding, business processes, data, AI, and digital architecture combine to support modern drug development. Written for scientists, technologists, architects, and leaders across the pharmaceutical industry, it provides an integrated framework for understanding how AI, data, and digital strategy are reshaping the discovery, development, and delivery of new medicines.

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