

Understanding Pharma The Professionals Guide To How Pharmaceutical And Biotech Companies Really Work

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Understanding Pharma: The Professional's Guide to how Pharmaceutical and Biotech Companies Really Work John J. Campbell Pharmaceutical Institute , 2008 - Pharmaceutical industry - 311 pages

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Understanding Pharma will provide the practical knowledge they need. Also be sure to check out the companion book, Lingua Pharma , the first comprehensive glossary of industry-related terms.

Understanding Pharma is an introduction to how pharmaceutical and biotechnology companies actually work, from both a scientific and a business standpoint.

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