



# Pharmaceutical Industry

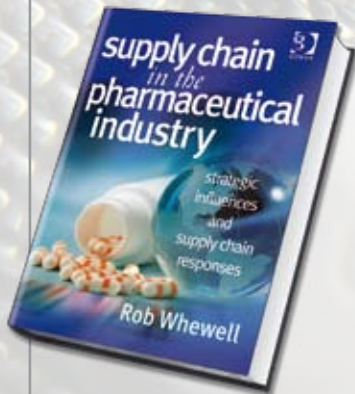
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**Essential guides and texts,  
written by professionals for professionals**

**new**

## **Supply Chain in the Pharmaceutical Industry** Strategic Influences and Supply Chain Responses

**Rob Whewell**



December 2009  
Hardback, 272 pages  
978-0-566-08695-3  
\$144.95  
ebook: 978-0-7546-8892-1

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The development and application of technology has always been crucial to progress in healthcare provision. In this cutting edge guide to strategic supply chain management, Rob Whewell shows how to develop a strategy to protect your pharmaceutical business from key threats whether legal or illegal.

Parallel trading and counterfeit drugs, the requirements of organizations such as the FDA demanding more rigorous controls and traceability, new technologies and new ways of working with wholesalers or alternative distributors, all offer a new flexibility in manufacturing and the ability to respond to immediate opportunities or crises in any given market. This authoritatively written guide provides you with the means to develop a strategic approach

to supply chain that allows you to minimize risk and ensure flexibility and improved long-term profitability.

**Contents:** The role of technology in the supply chain; Managing supply chain technology; The economic significance of healthcare investment; The importance of intellectual property: its development and protection; The operational provision of healthcare; Conflicting goals within the supply chain; Diversion and parallel trade; Tactical responses to diversion; Managing compliance; The case for enhanced patient protection; Applying technology to secure the supply chain to patients; The importance of information; The future of healthcare; Glossary of terms; Index.

## **The Outsourcing R&D Toolkit**

Outsourcing Research and Development Toolkit

**Peter Sammons**

*'...a wealth of common sense in a readily accessible, well written...a very worthwhile, well designed addition to the business literature that should be on the shelf of each and every technology transfer person involved in the process of research contract initiation and negotiation.'*

Drug Development  
Research (USA)

Buying in R&D services is undoubtedly the way of the future and a core management competence across all industrial sectors. *The Outsourcing R&D Toolkit* will stop you from being left behind!

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## Business Development for the Biotechnology and Pharmaceutical Industry

Martin Austin



2008  
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*'Business Development is an integral part of business in the Pharmaceutical business today, in terms of contributing to innovation; partnering on assets and indeed asset management more broadly. As the industry consolidates, science still grows exponentially, Martin has drawn together a thoughtful framework to help the many people with diverse skills and backgrounds approach this complex topic.'*

William M. Burns,  
 CEO Pharmaceuticals  
 Division, Roche

*'...for people who are interested in this industry, this book offers an excellent introduction.'*

Dr. Alexander Brem, Academici.com (Translated from German)

In recognition of the sparse information available to practitioners in the field of business development, Martin Austin has drawn on his 30 years of experience in the pharmaceutical industry to provide this highly practical guide spanning the complete process. Based on his established training programme which he delivers to pharmaceutical executives worldwide, this book will help expand your knowledge in this immense area.

**Contents include:** The role of business development; Planning the portfolio; Identifying the needs; Profiling and searching for opportunities; Modelling and valuation; Structuring the value; Due diligence and negotiations; Sealing the deal — the contract; Making the transaction work.

## Pharmaceutical Metrics

Measuring and Improving R & D Performance

David S. Zuckerman

*'...should reside on the desk of everyone involved in Pharmaceutical R&D...should not only be read but used as a reference guide by all senior staff.'*

Bill Taaffe, President Corporate Development, ICON Clinical Research

*'...an important guide and resource for anyone working on bringing a drug product forward through R&D, registration, and commercialization.'*

Jeffrey W. Sherman, MD, FACP, Chief Medical Officer and Executive Vice President, NeoPharm, Inc.

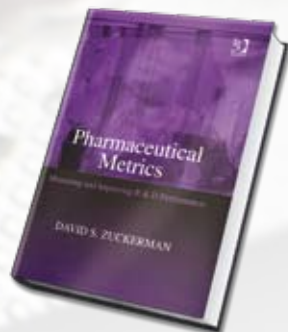
*'I read this book with great pleasure...a valuable resource for improving trial and drug development performance.'*

Gen Li, Ph.D., MBA, Head of Development Operations Productivity, PGRD Pfizer Inc.

*'...essential reading for everyone directly involved with driving performance improvements within their organization...'*

Clinical Research Focus

*Pharmaceutical Metrics* is a step-by-step guide to creating a state-of-the-art, strategy-driven metrics system for pharmaceutical R & D, supported by case studies and tips.



2006  
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 \$150.00

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## new for 2011

### **Project Management for the Pharmaceutical Industry**

Laura Brown and Tony Grundy

revised edition

*'...a most useful strategic business perspective to the running of pharmaceutical projects. The techniques and advice can be applied to many projects in the pharmaceutical industry, including drug development...the case studies illustrate excellent techniques and principles to help the reader understand, and learn to use, modern tools and techniques for maximising management success.'*

Dr Carol Casman, Group Head, Transnational, Clinical Pharmacology and Discovery Medicine, GSK

Project management is the key to effective drug development. Given the costs of development and the critical issue of 'time to market', project management techniques — appropriately

used — are a key factor in bringing a drug to market.

Laura Brown and Tony Grundy's book offers the reader a guide to the tools and techniques of project management and how to apply them in the pharmaceutical context. The authors cover both the technical and human aspects of project managers to provide clinical research, drug development and quality assurance managers or directors with a must-have reference.

January 2011  
Hardback, 224 pages  
978-1-4094-1894-8  
\$149.95

ebook: 978-1-4094-1895-5

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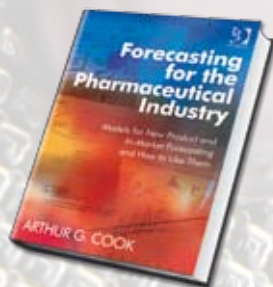
### **Forecasting for the Pharmaceutical Industry**

Models for New Product and In-Market Forecasting and How to Use Them

Arthur G. Cook

The author explores the pharmaceutical forecasting process; the varied tools and methods for new product and in-market forecasting; how they can be used to communicate market dynamics to the various stakeholders; and the strengths and weaknesses of different forecast approaches.

**Contents include:** Introduction. The Past and the Present; The Forecasting Process; New Product Forecasting; In-Market Forecasting; Thoughts for the Future; References. Appendices: Spreadsheets paper over real problems; Forecast techniques; Case study; Case study suggested solutions. Index.



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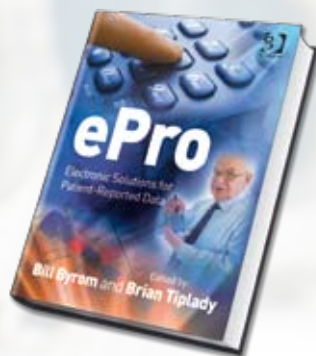
Electronic Solutions for Patient-Reported Data

Edited by Bill Byrom and Brian Tiplady

Recently, there has been much open debate with the regulators around the use of ePRO in clinical drug submissions. US and European agencies have approved new drugs that have included ePRO data in the submission dossier, but there are many questions around the adoption of the technology that concern the community. Bill Byrom and Brian Tiplady's *ePro* addresses these questions, reviews the new FDA guidance, and provides a very contemporary view on this important subject.

**Contents:** Introduction; Foreword; Recall bias: understanding and reducing bias in PRO data collection; Cognitive interviewing: the use of cognitive interviews to evaluate ePRO instruments; Data quality and power in clinical trials: a comparison of ePRO and paper in a randomized trial;

Regulation and compliance: scientific and technical regulatory issues associated with electronic capture of patient-reported outcome data; Selection of a suitable ePRO solution: benefit, cost and risk; Patient compliance in an ePRO environment: methods for consistent compliance management, measurement and reporting; Computerised clinical assessments: derived complex clinical endpoints from patient self report data; Diary design considerations: interface issues and patient acceptability; Equivalence testing: validation and supporting evidence when using modified PRO instruments; ePRO applications and personal; mobile phone use: compliance documentation and patient support; Future developments and applications: emerging technologies and new approaches to patients; Index.

**new**

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**Outsourcing Clinical Development**

Strategies for Working with CROs and Other Partners

Edited by Jane E. Winter and Jane Baguley

*'This book will become a standard reference text for anyone involved in managing outsourced contracts...'*

Clinical Research Focus

The pharmaceutical outsourcing function is as complex and as influential a process as the clinical trials themselves. With a powerful mix of perceptive insight from leading lights in the industry, advice on long-term strategic direction and tools for

immediate help, this is a must-have read for pharmaceutical companies and the CROs that support them.

**Contents:** Foreword; Outsourcing strategies; Selection of candidates; Request for proposal; Risk management; Negotiation; Contract types; The contract; Strategic relationship management; Performance management; Summary; The PCMG; Index.

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Revolutionary Ideas for Clinical Trial Success

Joan F. Bachenheimer and Bonnie A. Brescia

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\$175.00

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*'...provides everything we need to effectively develop successful enrollment strategies, including the metrics, tools and processes for single country or multinational clinical trials. It's a very thorough road map. We need only to follow it and ensure we show appreciation and respect to the thousands of heroic patients and families who volunteer to be our partners in the advancement of healthcare.'*

From the foreword by  
Jim Kremidas, Global Enrollment  
Optimization, Eli Lilly and Company

A definitive guide to planning, implementing, and evaluating recruitment strategies and campaigns globally. The combined experience of the authors provides a depth of perspective and boldness of innovative leadership to set the standards for future patient recruitment programs and practices. This book is a must-have for pharmaceutical, biotechnology, and medical device industry professionals concerned with enrolling for domestic and multinational clinical studies.

## Successfully Marketing Clinical Trial Results

Winning in the Healthcare Business

Günter Umbach

*'Weaves together all the threads in a seamless how-to guide for pharmaceutical product managers.'*

David Spencer, Ph.D.,  
Chief Operating Officer  
Biolex Inc., USA

*'An easy-to-read guide for all those involved in converting complex scientific data into marketable messages.'*

Dr. Padraig J. Moran, BSc PhD,  
Clinical Project Manager, School  
of Pharmacy, Royal College of  
Surgeons in Ireland

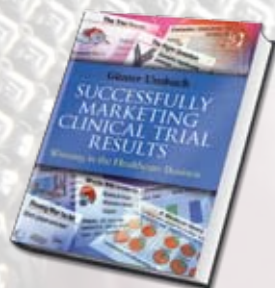
*'A book that enriches and enhances professional know-how in healthcare communication'*

Günter Käfer, Chief Executive  
Officer Strategy, FGK Agency for  
Brand Communication, Germany

*'...a clear, concise and effective guide to marketing of clinical data, ideal for new hires to pharmaceutical sales and marketing departments.'*

Pharmacy Journal

Umbach presents a comprehensive guide for every marketing professional faced with the challenge of using marketing to convert scientific data into sales. It offers you practical knowledge on how to use medical research data to maximise the revenue from your products. The text is accompanied by a CD ROM containing detailed Powerpoint slides supporting each of the (over 300) techniques.



2006  
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## Patient Compliance

Sweetening the Pill

Edited by Dr Madhu Davies and Dr Faiz Kermani

*'...very informative, well written, practical, and unbiased...The contributors are an impressive group of experts...an interesting cross-cultural perspective on the issue.'*

Psychiatric Services, (US)

Vast global resources are ploughed into the delivery of treatment interventions ranging from diet and lifestyle advice to complex surgery. In all cases, whatever the intervention, unless the recipient is engaged with the process and understands why the intervention has been offered and the part they play in its success, compliance will be an issue. This book aims to explore the key factors which drive compliance and the part that healthcare professionals can play in improving this, with the key underlying goal of improving public health in its broadest sense.

**Contents include:** Patient compliance — setting the scene; View from the real world; Health economic aspects of patient non-compliance. Patient compliance in the prevention and treatment of cardiovascular disease; Patient compliance — a French perspective; Building in compliance from the start; Formulating for compliance success; Sweetening the pill — compliance and clinical trials; The role of pharma's field-based professionals in patient compliance; The use of interactive communications technology in disease management and compliance / persistence programmes; Patient compliance: Putting interventions into practice; No quick fix: Shared decision making and tailored patient support as the route to more effective medicine taking; The role of the expert patient in compliance and concordance; Patient compliance — a complex picture emerges; Index.



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## Communicating Health Risks to the Public

A Global Perspective

Edited by Dawn Hillier

Reviewing current health risk communication strategies, this book describes the techniques, including drama, storytelling and scenarios that are used to identify and prioritise key communication issues, and to identify policy responses. It also provides a review of the methods and tools available for risk assessment, risk communication and priority

setting, which are relevant not only to practitioners but to health planning more generally, and to many other areas of public health and policy. This volume will be of interest not only to those involved in risk assessment or communication but to anyone interested in the role of science and the media in the political process.

**full contents available online**

## new for 2011

### **Healthcare Relationship Marketing** Strategy, Design and Measurement

Ira J. Haimowitz

During the early part of the twenty-first century there have been dramatic changes in the pharmaceutical promotional landscape, affecting both consumers and healthcare professionals. One consequence of these dynamics is the need for pharmaceutical companies to plan new kinds of dialogue and relationships with their stakeholders. The evolution has been from mass-channel "push" marketing to two-way, multi-channel relationship marketing.

Haimowitz provides a practical overview and resource guide for the design and measurement of pharmaceutical relationship marketing (RM) programs. There are descriptions of each aspect of pharmaceutical RM design and measurement, including a running case study with follow-up exercises. The author has also conducted interviews from several pharmaceutical marketing industry experts, each having 15 years or more of working healthcare RM knowledge,

and each speaking on their specific specialties within pharmaceutical relationship marketing.

From newcomers to healthcare marketing through to experienced practitioners, *Healthcare Relationship Marketing* is an essential resource. It may also serve as a textbook for a Masters course in marketing or a pharmaceutical MBA.

**Contents:** Introduction: healthcare trends and relationship marketing's role; Foundations of relationship marketing; Discovery: situation assessment; Strategy: planning the RM program; Analytics planning for relationship marketing; Execution: placing in the marketplace; Measurement of healthcare RM programs; Optimization and the new cycle; Conclusions and the future; Appendix; Bibliography; Index.

March 2011  
Hardback, c. 200 pages  
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### **The Price of Global Health**

Drug Pricing Strategies to Balance Patient Access and the Funding of Innovation

Ed Schoonveld

*The Price of Global Health* is the first book of its kind: an in-depth but straightforward exploration of the pricing process and its implications. This is an invaluable resource for anybody who is interested, involved in or affected by the development, funding and utilization of prescription drugs. In particular, it is of critical importance to pharmaceutical company executives and other leaders and professionals in commercialization and drug development.

**Contents include:** The drug pricing challenge; Payers; Fundamentals of pricing; Reference based pricing; Health outcomes and health economics; Features, benefits, value and price; Pricing and drug development; Global payer segmentation; Key situation factors, the PODIUM approach; The Best Price framework to pricing and market access; Corporate pricing and market access function; Developing a global pricing strategy; Public policy and ethical considerations; Risk sharing and alternative pricing schemes; Pricing research. Key Healthcare Systems References.

April 2011  
Hardback, c. 220 pages  
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#### ebooks

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## Brand Planning for the Pharmaceutical Industry

Janice MacLennan

*'...will be of fundamental importance to all marketing executives who strive to optimise strategic resource allocation and to outpace competition.'*

Manfred M. Heinzer, Director  
Hospital/Specialty Care, Roche  
Pharma Germany

*'This is an impressive book and the first to tackle one of the most important and difficult questions facing every pharmaceutical marketing executive: how to create and sustain a branded product? A copy should be on every marketer's desk as an essential guide and source of reference.'*

Journal of Medical Marketing

*Brand Planning for the Pharmaceutical Industry* is a step-by-step guide, with examples from the pharmaceutical industry directly applicable to your own brand planning. It begins by exploring the definition of branding and why it is of importance, particularly to the pharmaceutical sector. It shows how branding can

be successfully integrated into the early stages of the commercialization process for new products, both in theory and in practice.

**Contents:** Introduction. Part I: Developing a Brand Plan for a New Product: Market segmentation; External analysis – the starting point; The internal analysis – the next step; Joining-up the thinking; Formulating the strategy; Developing the brand strategy; Completing the plan. Part II Planning for an In-Line Brand: Reviewing the market size, value and competitor dynamics; Reviewing the brand situation; Setting new brand objectives; Planning for implementation; Reviewing the sales forecast; Building the brand through effective communication; Monitoring and controlling the implementation of the brand plan; Conclusion; Index.



2004  
Hardback, 176 pages  
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## Presentation Planning and Media Relations for the Pharmaceutical Industry

John Lidstone

*'...essential reading for young, aspiring Pharmaceutical Executives and a valuable refresher for their more senior colleagues.'*

Drummond Paris, CEO, Novartis

*'...offers some excellent insights...a good many examples of how to get it right but also the pitfalls of not being fully briefed and prepared.'*

Kevin James, Chief Executive,  
Wyeth Laboratories, UK

*'This isn't just a very good book about presentation skills, it's a clear and thoughtful reminder of what makes good communication. Everyone within the pharmaceutical industry will find some enlightenment here.'*

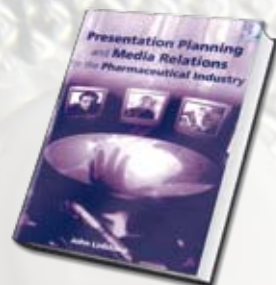
Jeff Bulmer, Director of  
Hospital Business, AAH  
Pharmaceuticals

*'...the essential road-map... I only wish I had possessed a similar publication on my office shelf early in my career. I would have been spared many sleepless nights...'*

Air Vice Marshal F. C. Hurrell, CB,  
OBE, FRAeS, Former Director-  
General of the RAF Medical  
Branch.

Presenting information is a vital part of the job of both the medical director and other senior executives in the pharmaceutical industry, and yet the majority receive no training for this.

Presentations have to be made internally to colleagues, clinical staff, marketing and product managers and medical sales representatives; and externally to professional medical specialists and NHS staff, the media and the general public. Anyone who manages or communicates adverse news needs to do so quickly and effectively, and be prepared to face difficult questions under media scrutiny.



2003  
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Jonathan Norman  
Publishing Director

## Marketing Planning for the Pharmaceutical Industry

second edition

John Lidstone in association with Janice MacLennan

*'... undoubtedly a classic  
...invaluable both to new and  
experienced managers.'*

Franz B. Humer, CEO,  
F. Hoffmann-La Roche

*'...the most pragmatic and  
relevant pharmaceutical  
marketeers text book.'*

Ashley Pearce, Commercial  
Affairs Director, Glaxo Wellcome  
(Europe, Middle East and Africa.)

*'I recommend this book as  
essential reading for anyone  
joining our strategic marketing  
group.'*

Paul Jenner, Director & VP,  
Strategic Product Development,  
SmithKline Beecham

*'... probably the best of the very  
few books available on marketing  
in the pharmaceutical industry.'*

Aslib Book Guide

*'I consider her [Janice  
MacLennan] to be one of the  
best marketers I have met in the  
pharmaceutical business.'*

Michaela Golic, Therapy  
Marketing Manager,  
Gastrointestinal Area, Emerging  
Marketing, AstraZeneca

Marketing in the pharmaceutical and healthcare sector requires a particular set of skills; the intricacies of it mean planning is an essential prerequisite.

The marketing planning system described in this book has been designed to enable marketing and product executives to produce a plan which serves as a dynamic management tool which will help them to get from where they are now to where they want to be next year and thereafter.

Now in its second edition, this bestselling book has become the standard text for all product managers, marketing managers and directors working in this demanding industry.

**Contents:** Foreword; Introduction; The external analysis; The internal analysis; The SWOT analysis; Product strategy; Sales forecasting and strategy; Strategy implementation; Communications and its role in strategy implementation; Marketing research; Implementation and control; Writing the plan; Glossary of marketing terms; Index.



1999

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