



Understanding Pharma: The Professional's Guide to How Pharmaceutical and Biotech Companies Really Work

John J. Campbell

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Amit Desai says

Great reference book that gives a structured overview of understanding the pharma/ biotech industry for an intermediate level know-how. I would love to have this book updated with more meat on market environment/ trends within the various functions for its forthcoming versions - that will make it a hot buy!

loafingcactus says

Excellent overview of the industry. It says it is for experienced people, but it starts at point A and is a far better and more thorough overview than any of the (rather awful) intro textbooks that are on the market. The price is something of a horror though.

Andrea says

Found this very helpful as a reference book on the pharma and biotech industries.
