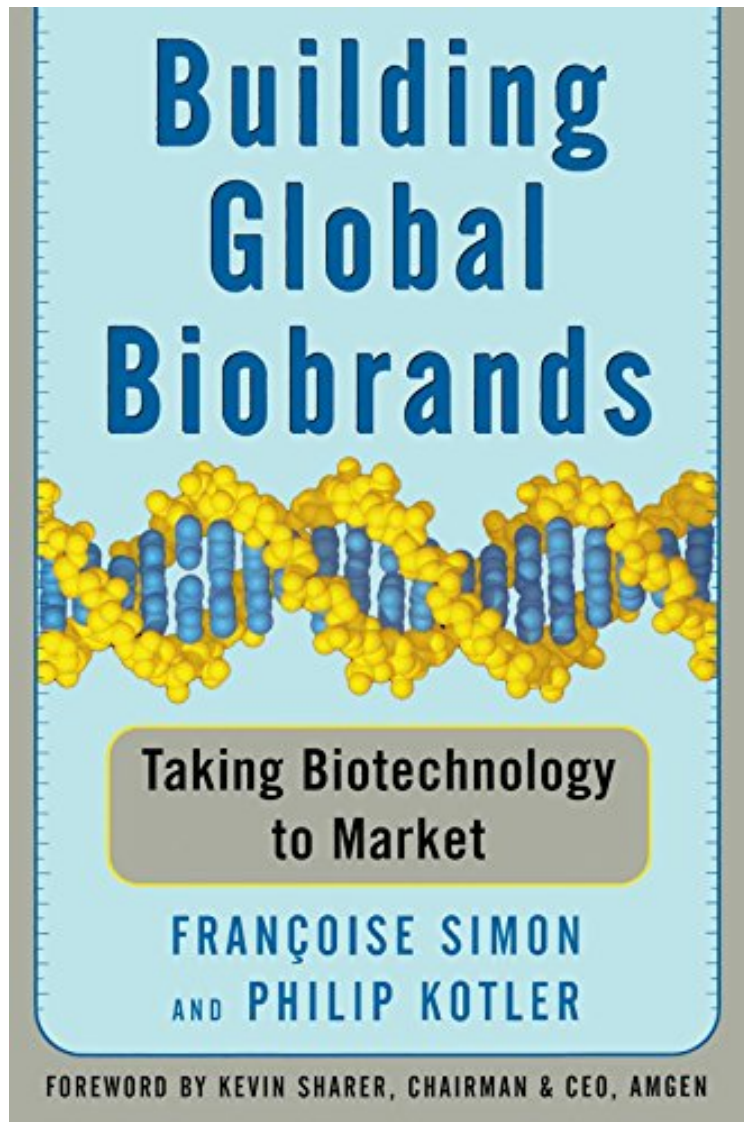


(Download free pdf) Building Global Biobrand: Taking Biotechnology to Market

Building Global Biobrand: Taking Biotechnology to Market

Francoise Simon, Philip Kotler

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Francoise Simon, Philip Kotler : Building Global Biobrand: Taking Biotechnology to Market before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building Global Biobrand: Taking Biotechnology to Market:

0 of 0 people found the following review helpful. Well-written, but no longer timely. By Stephen Rustad Building Global Biobrand is a snapshot of a group of companies written at a time when the biotech industry was coalescing into a recognizable market sector. Today. (2014) it should be read more for its historical perspective than as a useful or

insightful "how-to" guide. As is often the case with niche markets (especially in technology), self-defined experts in the sector tend to see their experiences as unique, and their knowledge esoteric, when in fact the marketing principles and tools they discuss are common to many - if not most - market segments.⁵ of 6 people found the following review helpful. A COMPREHENSIVE VIEW OF BIOTECH AND PHARMACEUTICAL MARKETING By Marcel Frenkel, MD, MBA, Editor, The Journal of Medical Practice Management This is a very smart book: it is valuable for professionals in all aspects of health care who seek an insight into the global pricing and marketing of medical therapies. Though not biological scientists, Simon and Kotler impart their treatise with a savvy academic outlook blended with lessons learned in the consulting arena. The authors show an amazing scholarship. They combine knowledge derived from personal acquaintance with key players in the biotechnology and classical pharmaceutical industry with an understanding of the medical applications and implications of drug therapies to weave a rich tapestry of a very complex topic. Their view ranges from: a discussion of the history, politics and costs of biotechnologic research; the pricing of new drugs to allow both access and cost recovery (Novartis' introduction of Gleevec[®]); the evolution of Big Pharmas' (e.g. Pfizer, Merck) alliances with smaller bio-tech firms to find innovative therapies, to the techniques used to maintain brand franchises as patent protection is lost. (Over-the-counter Advil remains a viable brand.) They are able to keep readers' interest high by providing concise and lively vignettes of many developments in the history of drug introduction and marketing. Among these, they cite: Pfizer's promotion of late-entrant Lipitor[®] to become the victor in the statin "races"; Johnson Johnson's brilliant recall of Tylenol[®] following deaths due to product tampering and its ability to maintain the brand's prominence for over 30 years; and Pfizer's consumer-driven shaping of the market for Viagra[®] by creating erectile dysfunction as a new clinical entity. The future appears to be in the realm of biotechnology with strong BigPharma participation. Whatever the new environment, the basic principles of marketing described in this volume will hold true. 0 of 0 people found the following review helpful. Business Planning Tool By Anne Camille Talley Take note, anyone who needs a source for business planning assumptions in any part of the health care sector. This is a well researched and nuanced view of where health care markets are headed in the wake of well-described innovations and synergies in biotech, pharma, diagnostics, devices, and IT. Students, investors and professionals preparing business plans ought to start with this book and keep it handy. It shows how branding and bio/technology will meet up with patients' and doctors' increasing demands for evidence-based marketing. We can all then design our own ways to innovate and compete in a health care world that Simon and Kotler show will be vastly different from today in complexity, efficacy and types of treatments and marketing methods. Well indexed, and with notes and a highly readable glossary for reference, as a market forecaster I expect to be reaching for this book on my credenza for at least 5 years. Whether you ultimately agree or not with the specific predictions, we all need to think hard about what they are saying. Your competitors certainly will be studying this book.

From medicine and defense to food and cosmetics, biotechnological breakthroughs are creating huge new global market opportunities as well as unprecedented challenges. Companies from mega-pharmaceuticals to infotech giants and biotech start-ups must radically rethink their business models. In the first book on the business of biotechnology, Françoise Simon and Philip Kotler combine their biotechnology and marketing expertise to show managers how to innovate with bionetworks, win customers with biobrand, and create sustainable advantage worldwide. Simon and Kotler explain in clear nontechnical prose how innovation in the new biosector will be driven by a web of cross-industry collaborations, and in particular by three transforming forces: information technology, consumerism, and systems biology. With timely industry cases, the authors demonstrate that by capitalizing on these forces, companies from Hitachi and Siemens to Amgen and Pfizer could become the biotech leaders of the coming decades. The chapters on building and sustaining biobrand are the centerpiece of this indispensable book. Simon and Kotler present a powerful framework that will enable any manager to redefine and transform traditional models into a new branding paradigm: the global "targeted" model as an alternative to the global "mass market" model. The authors illustrate how each of these models has proven successful in launching such blockbuster drugs as Viagra, Lipitor, Rituxan, and Gleevec. Relevant to all industries impacted by biotechnology from consumer goods to industrial products, Building Global Biobrand is essential reading for every manager, marketer, analyst, and consultant who must understand the Biotech Century.

From Publishers Weekly If you're intimidated by a book that has "single nucleotide polymorphism" in its glossary, perhaps this isn't for you. But if you can get past the occasionally dense material and have at least a passing interest in the exploding sector of biotechnology, this guide really is a wonder. Professors and marketing strategists Simon and Kotler have compiled an overview of biotech that's both readable and incredibly detailed. Seamlessly switching between observations on innovating, branding and acquiring global reach, the authors display a knowledge of the subject that's almost unreal. And while advances like gene therapy and nanotechnology may sound futuristic, the future is in many cases already here-and accounting for possibly "a third of world GDP," the authors note. The writing is sprightly, the structure well-reasoned. There isn't much moral rumination on the issues that trouble so many, such as cloning and the genetic engineering of food. But as an overview of a sector that's becoming more and more critical to

the American economy, it's difficult to imagine anything more comprehensive. Copyright 2003 Reed Business Information, Inc. From Booklist Simon and Kotler, distinguished academics, combine their expertise to address the business of biotechnology at three levels--innovation, marketing models, and global strategies. They draw on their consulting experiences as well as research on the global scope of bioscience conducted in the Americas, Europe, and Asia with 300 corporate, RD, and marketing executives in companies of all sizes. The authors set out to show managers how companies can innovate with bionetworks, win customers with biobrand, and create sustainable advantage worldwide. Among the authors' conclusions are the need to integrate information technology, systems biology, and consumerism; the reality that drug access and price have become lightning rods of consumer and legislator criticism and are a top strategic issue for the biosector; and the fact timing is a key success factor in biopricing. With revolutionary breakthroughs in biotechnology occurring in every sector, from medicine and defense to food and cosmetics, the authors provide a valuable roadmap for growth in the twenty-first century, destined to be called the biotech era. Mary Whaley Copyright American Library Association. All rights reserved Bernard Poussot President, Wyeth Pharmaceuticals "Building Global Biobrand" tells the fascinating story of the biosector, its promises, and its daunting challenges. Global by necessity, biobrand require unprecedented resources and approaches to emerge and last. A must-read for anyone who wants to understand the Biotech Century. G. Steven Burrill CEO, Burrill Company Lots of books have been written about the business of biotech, but few have been written about marketing and brand in the biopharma sector. This is a jewel. Simon and Kotler are timely, insightful, and readable. Enjoy. George Morrow Executive Vice President, Worldwide Sales and Marketing, Amgen The essence of branding biopharma product is telling well the story of the match between product performance and customer needs. Simon and Kotler have provided a feast of examples of the branding strategies deployed with biopharma product. Their book will be a valuable reference for all student of branding. Samuel Broder, M.D. Chief Medical Officer, Celera, and former Director, National Cancer Institute Simon and Kotler have put together an extremely useful analysis of how innovation in the biosector is harnessed for success in the market. William A. Haseltine, Ph.D Chairman and Chief Executive Officer, Human Genome Sciences "Building Global Biobrand" is a thoughtful and original analysis of present and future trends in this exciting industry. It is a must-read for those in the biopharma business and for the general reader seeking insight about the most important technology in the twenty-first century. James C. Mullen Chairman and CEO, Biogen, Inc. This book offers new thinking on the strategic challenges of biotech companies trying to build brand while navigating regulatory mine fields and rapid advances in biology and medical technology. Thomas Ebeling Chief Executive Officer, Novartis Pharmaceuticals "Building Global Biobrand" provides important insights into the marketing of innovative medicine today, especially those with potentially lifesaving benefits. The authors explore the strategy for marketing breakthrough drug and shed light on harnessing the power of activist patient and the escalating influence of the Internet.