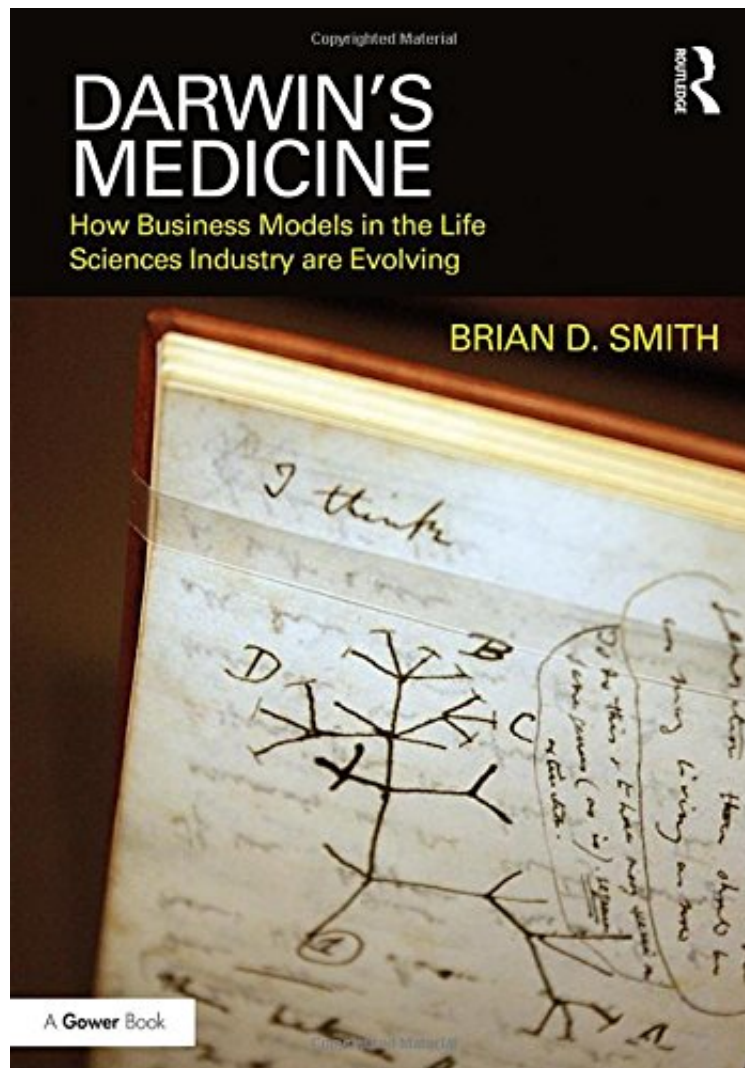


[Free] Darwin's Medicine: How Business Models in the Life Sciences Industry are Evolving

Darwin's Medicine: How Business Models in the Life Sciences Industry are Evolving

Brian D. Smith

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0 of 1 people found the following review helpful. Dinosaurs had no chance to read this book. Now, we have.By OlegZIn 'Darwin's Medicine' Professor Brian D Smith continues to explore ideas he put forward in the previous book, 'The Future of Pharma' (2011). It is not a quick read, but a detailed and thorough work, credible both for academics

and practitioners. Having spent 20+ years in the industry, I find the book extremely relevant and timely for pharma / medtech, which are undergoing the most fundamental transformation in decades and Professor Smith can help us navigate through these troubled waters. Unlike biological evolution, corporate adaptation and survival can be more conscientious and purposed: Darwins Medicine gives us a detailed and annotated map. It is relevant for the overall healthcare system and also for the society at large, as this industry concerns everyone: through therapeutic innovation, through creating (or shedding) jobs, and through adding value to the pension plans which many people forget or don't realise. I would argue it is a very relevant reading also for many other audiences: managers and boards of biotech, technology giants and start-ups, insurance and HMO, VCs and financial services all participants of the emerging holobionts. Reading this book is definitely a good investment.

Darwins Medicine is the sequel to Brian D. Smith's influential and critically acclaimed Future of Pharma (Gower, 2011). Whereas the earlier book predicted the evolution of the pharmaceutical market and the business models of pharmaceutical companies, Darwins Medicine goes much deeper into the drivers of industry change and how leading pharmaceutical and medical technology companies are adapting their strategies, structures and capabilities in practice. Through the lens of evolutionary science, Professor Smith explores the speciation of new business models in the Life Sciences Industry. This sophisticated and highly original approach offers insights into: The mechanisms of evolution in this exceptional industry; The six great technological and social shifts that are shaping its landscape; The emergence of 26 distinct, new business models; and The lessons that enable firms to direct and accelerate their own evolution. These insights map out the industry's complex, changing landscape and provide an invaluable guide to those firms seeking to survive and thrive in this dynamic market. The book is essential reading for anyone working in or studying the pharmaceutical, medical technology and related sectors. It provides a unique and novel way of making sense of the transformation we can see going on around us and a practical, focused approach to managing a firm's evolutionary trajectory.

About the Author Professor Brian D. Smith began his career as a research chemist in a pharmaceutical RD lab and then spent 20 years in technical and marketing roles before becoming an academic, author and adviser. Working at The University of Hertfordshire and SDA Bocconi, two of Europe's leading business schools, his research focuses on strategy creation and implementation in pharmaceutical and medical technology markets. Brian also runs a specialist consultancy that advises many of the world's largest companies in this sector. He is editor of the Journal of Medical Marketing, has written and co-written three major books, including The Future of Pharma (Gower, 2011), and published many practitioner articles - all of which can be seen at www.pragmedic.com.