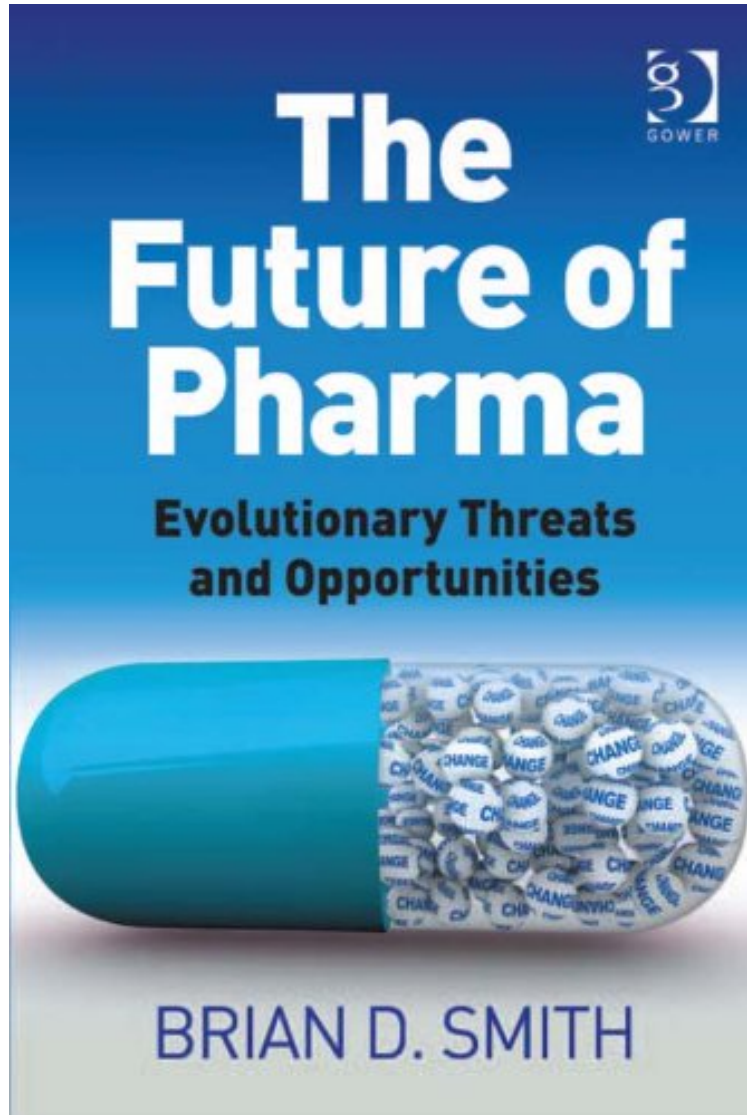


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# The Future of Pharma

Brian D. Smith

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**Brian D. Smith : The Future of Pharma** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Future of Pharma:

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challenges, such as increasing health care costs while resources devoted to health care decrease. Many factors are described that herald the end of the traditional pharma business model. And why blockbuster thinking is no longer effective in today's environment. He then identifies several new business models, adapted to the new environment, and demonstrates the innovative thinking needed to create them. Also, the author submits many quotes from leaders of pharmaceutical companies who are currently responsible for innovation to survive the massive changes presented in the healthcare environment today. Not afraid of Darwinian thought, the underlying thinking seems strongly influenced of the premise that those who can adapt to new conditions shall survive. In essence, the book takes a scholarly approach on how the future of the pharmaceutical industry may be architected. It takes many factors, including social, environmental, and technical factors from our current environment into account, to arrive at its models for the realistic near future. Even more, the book gives tangible, ready-to-use strategies to adapt to the requirements for each individual business model. The book may be valuable for those involved in pharmaceuticals, medicine, medical industry, as well as those in business, or others keen to link to or to understand the evolution eminent in pharmaceutical companies and overall, to adopt evolutionary adaptive tactics.

The Future of Pharma examines the causes of the industry's potential decline and offers a convincing and rigorous analysis of the options open to it. What emerges is a landscape defined, on the one hand, by the changing marketplace of mass-market consumers, institutional healthcare systems and wealthy individuals; and on the other by the alternate sources of commercial value - innovative therapies; super-efficient processes, supply chains and operations; and closer customer relations and increasingly tailored health services

'...thoughtful dialogue from diverse viewpoints on how the pharmaceutical industry assesses its situation and how it is likely to evolve over the next couple of decades.' From the foreword by Andreas Fibig, Bayer Schering Pharma  
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'Professor Smith has had remarkable access to senior leaders within the industry and as such, he is very well informed. ...Radical stuff indeed and that's why this book is well worth a read if only to stimulate thinking and debate.' Industrial Pharmacy  
'...this new book really has something new and different to say ...It's powerful, challenging stuff. According to the blurb, Smith has worked in the industry for thirty years ...and you can really tell. ...an essential read if you work in the pharmaceutical business or even if you're just interested in where it is heading. ' via .co.uk  
'Brian Smith is very well-placed to analyse the problems of the pharma industry and predict its future. ...His background is important because it comes through every page of this highly readable, thought-provoking work. ...An excellent enjoyable read.' via .co.uk  
'This unique book comes highly recommended to anyone with an interest in the future of the pharmaceutical industry. Irrespective of whether or not you are in agreement with the specifics of the predictions offered, it can't fail to engage your mind and encourage you to reconsider the industry and its future. ...I can only recommend that you read the book: Your time will be well invested.' via .co.uk  
'...I would recommended it to anyone working in Pharma at the moment.' via .co.uk  
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 OUBS 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 and published many practitioner articles all of which can be seen at [www.pragmedic.com](http://www.pragmedic.com)