



1st ed. 2020, X, 85 p. 11 illus.

Printed book

Hardcover

49,99 € | £44.99 | \$59.99

^[1]53,49 € (D) | 54,99 € (A) | CHF

66,61

Softcover

49,99 € | £44.99 | \$59.99

^[1]53,49 € (D) | 54,99 € (A) | CHF

66,61

eBook

Available from your library or
[springer.com/shop](https://www.springer.com/shop)

MyCopy ^[3]

Printed eBook for just

€ | \$ 24.99

[springer.com/mycopy](https://www.springer.com/mycopy)

L. Schweizer, T. Dingermann, O.Q. Russe, C. Jansen (Eds.)

Advances in Pharma Business Management and Research

Volume 1

- Unique combination of management and pharmaceutical content
- Cutting edge information of scientific and practical issues in the pharmaceutical industry
- Explorations of pharmaceutical late-breaking topics where science meets business
- Open Access

This open access book presents a unique collection of practical examples from the field of pharma business management and research. It covers a wide range of topics such as: 'Brexit and its Impact on pharmaceutical Law - Implications for Global Pharma Companies', 'Implementation of Measures and Sustainable Actions to Improve Employee's Engagement', 'Global Medical Clinical and Regulatory Affairs (GMCRA)', and 'A Quality Management System for R&D Project and Portfolio Management in a Pharmaceutical Company'. The chapters are summaries of master's theses by "high potential" Pharma MBA students from the Goethe Business School, Frankfurt/Main, Germany, with 8-10 years of work experience and are based on scientific know-how and real-world experience. The authors applied their interdisciplinary knowledge gained in 22 months of studies in the MBA program to selected practical themes drawn from their daily business.

Order online at [springer.com](https://www.springer.com) / or for the Americas call (toll free) 1-800-SPRINGER / or email us at: customerservice@springernature.com. / For outside the Americas call +49 (0) 6221-345-4301 / or email us at: customerservice@springernature.com.

The first € price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with [1] include VAT for books; the €(D) includes 7% for Germany, the €(A) includes 10% for Austria. Prices indicated with [2] include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted. [3] No discount for MyCopy.

