

Springer

1st
edition1st ed. 2020, X, 85 p. 11
illus.**Printed book**

Hardcover

Printed book

Hardcover

ISBN 978-3-030-35917-1

\$ 59,99

Available

Discount group

Professional Books (2)

Product category

Contributed volume

Other renditions

Softcover

ISBN 978-3-030-35920-1

Softcover

ISBN 978-3-030-35919-5

Biomedicine : Pharmaceutical Sciences / Technology

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

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/booksellers

Springer Nature Customer Service Center LLC

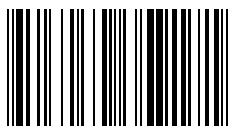
233 Spring Street

New York, NY 10013

USA

T: +1-800-SPRINGER NATURE

(777-4643) or 212-460-1500

customerservice@springernature.com

ISBN 978-3-030-35917-1 / BIC: TDCW / SPRINGER NATURE: SCB21010

Prices and other details are subject to change without notice. All errors and omissions excepted. Americas: Tax will be added where applicable. Canadian residents please add PST, QST or GST. Please add \$5.00 for shipping one book and \$ 1.00 for each additional book. Outside the US and Canada add \$ 10.00 for first book, \$5.00 for each additional book. If an order cannot be fulfilled within 90 days, payment will be refunded upon request. Prices are payable in US currency or its equivalent.

Part of **SPRINGER NATURE**