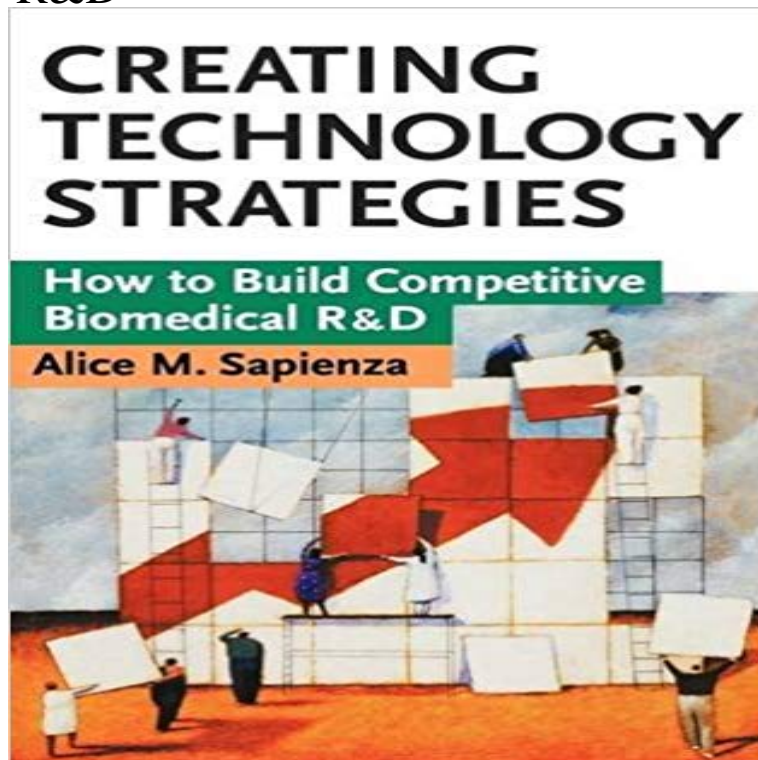


Creating Technology Strategies: How to Build Competitive Biomedical R&D



This book provides concepts and pragmatic illustrations from the industry to help the reader understand complex and difficult issues that are crucial in biomedical research and development. It is intended to bridge the gap between R&D scientists and corporate executives in the biomedical industry and to ensure a strong link between corporate and R&D strategies.

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