

Pharma's Prescription: How the Right Technology Can Save the Pharmaceutical Business

By Kamal Biswas



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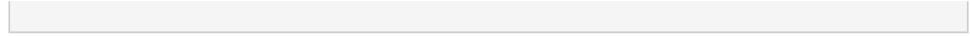
The pharmaceutical industry needs a shot in the arm – and not a moment too soon. The executive suite is mired in a bygone era, a time when extensive, well-funded pharmaceutical R&D produced blockbuster drugs, kept everything in-house and reaped the financial rewards. But that way of working needs to change. Executives now need to know what the technologists in their companies are doing in order to survive the next decade. Written for those new to industry, as well as for experienced professionals or specialists looking to expand their knowledge, this book is a must-read for business executives and information technologists alike.

Pharma's Prescription bridges the knowledge gap between current business practices and the most valuable technologies today. This book is filled with practical, real-life examples from industry and is a straightforward guide for all pharmaceutical and information technology executives who need to improve their businesses.

- Focuses on practical solutions that are easily incorporated in your day-to-day work
- Integrates business operations and information technology
- Highlights the industry's top turn-around stories
- Discusses pharmaceutical industry trends, growth opportunities, innovation drivers, regulatory complexities, and emerging market operations

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Editorial Review

About the Author

Kamal Biswas is a Partner and Leader of the Global Life Sciences Consulting Practice at Infosys. He has nearly two decades of hands-on experience in the pharmaceutical industry. Kamal worked for 10 years in pharmaceutical technical R&D, manufacturing plant design, manufacturing operations and new product launches. Kamal moved into management consulting to drive forward industry growth and margin preservation, accelerate innovation and improve compliance. He has worked with many pharmaceutical majors including Ciba Geigy, Novartis, Pfizer, GSK, Aventis, J&J and BMS, either as an employee or as a consultant.

Kamal has also developed several technology driven solutions that have helped pharmaceutical companies transform business functions to enhance business values for the company and customers. He has worked in Europe, Asia and the Americas and currently lives with his family in the US. He has a Masters in Engineering, went to business school for International Marketing, is a certified ISO9000 Quality Auditor, and member of the board in several industry forums. Kamal is a strategist and evangelist of pharmaceutical business transformation through non-traditional methods and frequently speaks at industry councils.

Users Review

From reader reviews:

Karen Shiner:

As people who live in often the modest era should be revise about what going on or info even knowledge to make these people keep up with the era which can be always change and make progress. Some of you maybe will probably update themselves by reading books. It is a good choice for you but the problems coming to anyone is you don't know what kind you should start with. This Pharma's Prescription: How the Right Technology Can Save the Pharmaceutical Business is our recommendation to cause you to keep up with the world. Why, because this book serves what you want and wish in this era.

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Jodie Kahl:

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