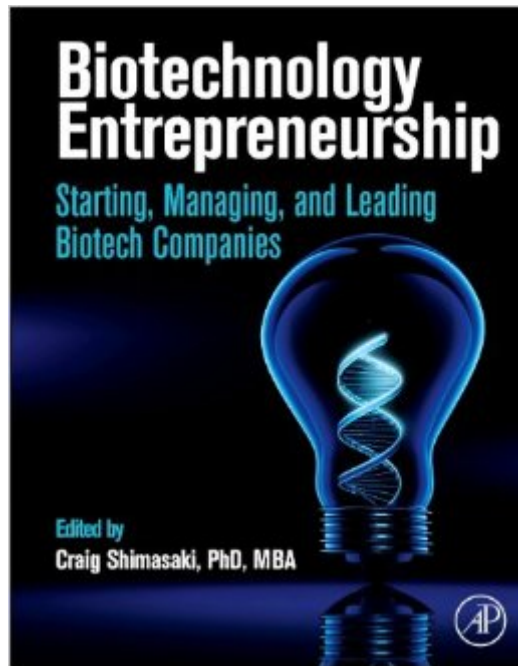


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# Biotechnology Entrepreneurship: Starting, Managing, And Leading Biotech Companies



## Synopsis

As an authoritative guide to biotechnology enterprise and entrepreneurship, *Biotechnology Entrepreneurship and Management* supports the international community in training the biotechnology leaders of tomorrow. Outlining fundamental concepts vital to graduate students and practitioners entering the biotech industry in management or in any entrepreneurial capacity, *Biotechnology Entrepreneurship and Management* provides tested strategies and hard-won lessons from a leading board of educators and practitioners. It provides a "how-to"™ for individuals training at any level for the biotech industry, from macro to micro. Coverage ranges from the initial challenge of translating a technology idea into a working business case, through securing angel investment, and in managing all aspects of the result: business valuation, business development, partnering, biological manufacturing, FDA approvals and regulatory requirements. An engaging and user-friendly style is complemented by diverse diagrams, graphics and business flow charts with decision trees to support effective management and decision making. Provides tested strategies and lessons in an engaging and user-friendly style supplemented by tailored pedagogy, training tips and overview sidebars. Case studies are interspersed throughout each chapter to support key concepts and best practices. Enhanced by use of numerous detailed graphics, tables and flow charts.

## Book Information

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## Customer Reviews

One of the best biotech entrepreneurship books I have ever read! Craig did a great job laying out

the roadmap to success for biotech entrepreneurs. The book covers various segments in the biotech industry from pharma, medical device to diagnostics, so if you plan to start a business in any of the segments, you are likely going to benefit tremendously from this book. The book also provides great insight into key aspects of a biotech venture including technology license, product development, IP strategy, market development, sales and channel strategy, business plan writing, and financing. It essentially covers everything you need to know to start and manage the growth of a biotech startup. It also help you avoid potential pitfalls along the way. Whether you are a first-time or serial biotech entrepreneur, I am certain you will find the content beneficial to your endeavor.

As a biotechnology Finance Manager / MBA who has been actively living in the start-up environment for more years than I care to mention, I was looking for a book on the industry that would broaden my knowledge of the field. Although I have only made it through the first three chapters, I would say the book has already proven to be a sound investment. G. Steven Burrill's chapter called "The Biotechnology Industry : An Engine of Innovation" was some of the most eye opening reading material I have read in a number of years. Dr. Shimasaki did an excellent job of putting the content of this book together and I would highly recommend it to others. In regards to the comment on the book quality, it seems like a normal book to me without any major flaws, but I am more interested in what I learn from a book than the binding (half of it is already highlighted anyway).

In 2015, I was brought in to help turn around a troubled biotech company and I was in desperate need of a information to come up to speed quickly. Although I spent 35 years in the high tech arena, including starting several companies, I was a newcomer to the biotech arena. I initially thought the book was a bit pricy, but I could not locate anything else that was as comprehensive, so I purchased it anyway. My conclusion, having read it twice, is that it is worth several times the price paid. I could not imagine anyone doing a better job in explaining the nuances of this industry in a way that is clear, organized and comprehensible to someone with absolutely zero prior biotech experience. It essentially became my go-to manual for how to manage the company. Craig's book saved an enormous amount of time in a variety of topics specific to only this industry including the pre-clinical development cycle, Phase 1,2,3 clinical trials, regulatory concerns, reimbursement issues, business development strategies, licensing norms for academic funded research, Bayh-Dole, and many more. The book does not stop at the conceptual level, but rather gives specific quantitative guidance for typical ranges to expect in negotiations. This was particularly important in negotiating

with the university tech transfer office, for example, so that I knew the definition of a fair deal going in. With significant startup experience, I did not expect to gather much insight from his discussion in areas that I already was familiar, but I was wrong. The book covers every aspect of what is needed to start a company and raise money, which is "where the rubber meets the road" in the startup world. Again, the biotech space affords funding options not available in other tech environments such as SBIR assistance and other grants. He covers all the bases in real business terms which are practical and chock full with metrics and guidelines. Haven written many business plans in the past, I wrote the first business plan without referring to his chapter on that topic. After I completed the plan, I read that chapter and concluded that it would be much better using his format and outline. So I rewrote the entire plan using Craig's format. I had the privilege of speaking with Craig on a consulting level and I can also report that he is a good man and quite willing to help. In summary, purchasing this book was the best investment I have made in many years. Thank you Craig for helping the hopeless (which is where I was without your book)!

I found this book extremely helpful for what i was intending to learn i.e how to move an idea from bench to bedside. If you are like me who has solid background in Biotech/biological sciences and no business background and would like to understand and apply the business side of bioscience, this is a must read book. The chapters were well organized. Provides historical perspective for certain topics which helped me understand how the field evolved over time. Provides practical insight on the processes to advance a concept to the market. The book covers personality, products, commercialization strategies, investors and investments, business development etc. I wish i had a course on the commercialization aspect during my gradchool, which most grad school curriculums lack. The chapters were written by the experts who have decades of experience in the business side of science. In short, this is a must read book with wealth of information on biotech entrepreneurship that is both informative and inspiring and such a material is not so easy to find in one single reference book.

The most comprehensive book on biotech entrepreneurship in the market.

not complete

Poorly made book. I don't expect to buy a \$90 book and have the binding fall off the second day after arrival. Academic press has a reputation for quality publications, but this apparently doesn't

extend to quality materials. I like the topic, but urge others to ignore the hardback and go for an e-version. Let's hope the academic material has a longer shelf life than the book itself.

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