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Value Creation in the Pharmaceutical Industry: The ...

Before joining the academic world, he worked 14 years in the pharmaceutical industry in various functions in R&D, such as in R&D portfolio management and strategic planning. He studied biology at the University of Constance (Germany), Pharmaceutical Medicine at Witten-Herdecke University (Germany) and he is also a graduate of the Executive MBA ...

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Value Creation In The Pharmaceutical Industry The Critical ...

The concept of value-added pharmaceuticals has been picked up by different groups of companies, some are aiming to increase willingness to pay for their modified pharmaceutical products, others like generic pharmaceutical producers, try to become more innovative and less 'patent expiration-dependent'.

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But, as the pharmaceutical industry has been busily teaching us in recent times, alongside this value-creating facet, modern capitalism can also play a more dubious role by merely redistributing...

'Value Creation' And 'Value Shifting' In Health Care ...

Long-term value creation in the pharmaceutical sector 371 Biographical notes: Andrija Tomovic holds a BSc with honours in Mathematics and an MSc in Computer Science. He completed his PhD study at

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The reality of low productivity of current pharmaceutical research in terms of new molecules and rising cost of development begs a fresh approach to creativity. This is coupled with major trust

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issues as a perceived lack of transparency which has eroded confidence in both pharmaceutical companies and the public institutions that regulate them.

The Value of Pharmaceutical Innovation: Concepts and ...

Value is created as the potential new drug becomes more likely to reach the market and revenue becomes a less distant hope. As each hurdle in the long research and development process is successfully overcome, the risk that the project will fail reduces. Consequently the value increases.

Approaches to Valuation of Licensing Deals Pharmaceutical ...

Value Creation in the Pharmaceutical Industry: The Critical Path to Innovation by Alexander Schuhmacher, Markus Hinder, Oliver Gassmann English | 2016 | ISBN: 3527339132 | 508 pages | PDF | 6 MB This practical guide for advanced students and decision-makers in the pharma and biotech industry presents

Value Creation in the Pharmaceutical Industry The Critical ...

The perfect value proposition Historically, Saint Sardos said, value in healthcare was focused on individual patient outcome, on performance of a particular drug, leading to cost-effectiveness pricing.

How to create the perfect value proposition | Reuters ...

The nature and definition of the firm are also undergoing profound changes, thanks to the ubiquity of information. The firm is shifting from a self-contained value-creation and -capture apparatus into one part of an interdependent community whose members continually negotiate responsibility for value creation and the right to value capture.

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