

Advances in Biopharmaceutical Technology in China, 2nd Ed

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Abstracts

Society for Industrial Microbiology and Biotechnology and BioPlan Associates

Advances in Biopharmaceutical Technology, 2nd ed - A new opportunity exists in working with Chinese companies to establish scientific and business partnerships, and to create effective strategies. However, success in Asia will require changes in partnerships between Western and Asian companies.

Every company faces the question “What should our China strategy be?”

This volume, published by BioPlan Associates, Inc., in cooperation with the Society for Industrial Microbiology and Biotechnology (SIMB) provides an overview of the biopharmaceutical industry, and the state of technology in China. A peer-reviewed, ready reference for all aspects of biopharmaceuticals in China, including an understanding of the China biopharma current situation, and future opportunities. Readers receive a comprehensive assessment of the state-of-the-industry, trends and analysis. information on all types of organizations involved in biopharma in China, whether they are domestic. multinational or government.

Readers will be able to:

Assess the state of biopharmaceutical development in China

Understand general business practices

Analyze business opportunities and identify potential partners

By the Numbers:

102 Internationally Recognized Authors

9 Sections, 55 Chapters

21 Peer-Reviewers

1,139 Pages

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7 Case Studies and China Briefs

200+ Tables and Figures

300+ References

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Dr. Lynn Johnson-Langer has her PhD from Antioch University in management; she graduated Johns Hopkins University, MBA, Business Management; University of Maryland, BS Microbiology. She works with biotechnology and life sciences organizations to improve clients' management systems, including human resources and marketing management.

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Eric Langer, President and Managing Partner, has over 20 years experience in biotechnology and life sciences international marketing, management, market assessment, and publishing. He has held senior management and marketing positions at biopharmaceutical supply companies. He is an experienced biotechnology strategist, marketing practitioner, publisher, and researcher.

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