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### Building Global Biobrand Taking Biotechnology

Bernard Poussot President, Wyeth Pharmaceuticals "Building Global Biobrand" tells the fascinating story of the biosector, its promises, and its daunting challenges. Global by necessity, biobrand require unprecedented resources and approaches to emerge and last. A must-read for anyone who wants to understand the Biotech Century.

### Building Global Biobrand: Taking Biotechnology to Market ...

From medicine and defense to food and cosmetics, biotechnological breakthroughs are creating huge new global market opportunities as well as unprecedented challenges. Companies from mega-pharmaceuticals to infotech giants and biotech start-ups must radically rethink their business models. In the...

### Building Global Biobrand: Taking Biotechnology to Market ...

Global Reach of Biotechnology Biotech/Pharma Fusion Biotechnology has now reached a stage where its top-tier firms are full-fledged biopharmaceuticals. Amgen's \$16 billion acquisition of Immunex reached Big Pharma scale and was to give it a combined market capitalization of nearly \$62 billion by yearend 2002, higher than that of AstraZeneca.

### Building Global Biobrand | Book by Francoise Simon ...

Building Global Biobrand: Taking Biotechnology to Market. The marketing strategist authors of this title combine their expertise to offer cutting-edge global strategies for marketing biotechnology. They show managers how bioscience and information technology can be combined to build powerful new business models.

### Building Global Biobrand: Taking Biotechnology to Market ...

Building Global Biobrand : Taking Biotechnology to Market by Philip Kotler and Francoise Simon (2009, Trade Paperback)

### Building Global Biobrand : Taking Biotechnology to Market ...

Building global biobrand : taking biotechnology to market. [Françoise Simon; Philip Kotler] -- Two foremost marketing strategists combine their expertise in the first ever book to offer cutting-edge global strategies for marketing biotechnology. 20 charts & graphs.

### Building global biobrand : taking biotechnology to market ...

Building Global Biobrand is slated to become an instant classic. This book is nothing short of phenomenal. It gives a comprehensive yet cogent description and assessment of the state of biotechnology and global markets.

### Amazon.com: Customer reviews: Building Global Biobrand ...

Building Global Biobrand is a snapshot of a group of companies written at a time when the biotech industry was coalescing into a recognizable market sector. Today. (2014) it should be read more for its historical perspective than as a useful or insightful "how-to" guide.

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### Building Global Biobrand: Taking Biotechnology to Market

For biotechnology to fulfill its potential, companies need to focus on three bases of competition: innovation, branding, and global reach. Innovation is shifting from pharmacos to biotechs, while branding largely remains the forte of Big Pharma.

### Sample text for Building global biobrand : taking ...

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### How to sell an industry | Nature Biotechnology

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**Филип Котлер — Википедиа нэвтэрхий толь**

Her most recent book, with Philip Kotler, is Building Global Biobrand: Taking Biotechnology to Market (Free Press, 2003).

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