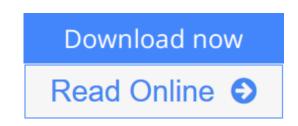


Understanding Pharma: The Professional's Guide to How Pharmaceutical and Biotech Companies Really Work

By John J. Campbell



Understanding Pharma: The Professional's Guide to How Pharmaceutical and Biotech Companies Really Work By John J. Campbell Public Relations

Students preparing for careers in the pharmaceutical industry will also find it extremely effective in orienting them to their chosen field, and the industry as a whole.

Be sure your team has what it takes to succeed in this competitive environment. *Understanding Pharma* will provide the practical knowledge they need. Also be sure to check out the companion book, *Lingua Pharma*, the first comprehensive glossary of industry-related terms.

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Editorial ReviewReview

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Understanding Pharma has been an important training tool for our employees. After reading the book and taking the e-courses available from the Pharmaceutical Institute, I knew that to be successful, we needed to make this offering available to our entire company. --Senior Director of Sales Training at a midsize pharmaceutical company About the Author

John Campbell founded Campbell Alliance in 1997 using his extensive experience in the pharmaceutical, contract research, and information technology segments of the healthcare industry. Today, the company is the premier provider of management consulting services to the pharmaceutical and biotech industries. Prior to founding Campbell Alliance, Mr. Campbell was a director for GlaxoWellcome and the Vice President of Business Development for a US subsidiary. Mr. Campbell earned an MBA from William & Mary in Williamsburg, Virginia, and received his BBA, summa cum laude, from Pace University in New York. He is also the author of Lingua Pharma, the definitive glossary of industry terms. Users Review**From reader reviews:**

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