



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

By John J. Campbell

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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 Review

I saw Understanding Pharma and immediately made it part of our sales force training program. Our sales reps come from a variety of career backgrounds, mostly non-pharma. With this resource, I am now confident that our representatives will have a broader understanding of how the industry works. --Vice President of Sales at a leading pharmaceutical company

This is a great resource. The Pharmaceutical Institute has done an excellent job putting together such a comprehensive guide one that does not exist elsewhere in the marketplace. I wish I had this kind of resource when I started out in the industry 20 years ago. --Head, Business & Commercial Analysis at a midsize biotech company

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:

Dennis Scott:Do you have favorite book? For those who have, what is your favorite's book? E-book is very important thing for us to be aware of everything in the world. Each publication has different aim or goal; it means that book has different type. Some people experience enjoy to spend their time and energy to read a book. They can be reading whatever they get because their hobby is reading a book. Consider the person who don't like studying a book? Sometime, man feel need book once they found difficult problem or even exercise. Well, probably you will want this Understanding Pharma: The Professional's Guide to How Pharmaceutical and Biotech Companies Really Work.

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