



Drug Discovery and Development: Technology In Transition, 1e

By Humphrey P. Rang MB BS MA DPhil Hon FBPharmacolS FMedSci FRS

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This title is directed primarily toward health care professionals outside the United States. An ideal introduction to the pharmaceutical industry, this book describes the process of bringing a new drug to the marketplace. It explains why, although thousands of compounds show initial promise, only a small handful will be developed for human clinical trials and perhaps only one will become an approved drug. Describing the huge complexities involved, it shows how new molecular understanding and techniques can make the process more targeted and successful.

- Includes the new molecular techniques of drug design and development.
- Discusses current therapeutic needs.
- Covers pharmacoepidemiology and pharmacoeconomics.
- Edited by Humphrey Rang, who is also known throughout the world as a co-author of the enormously successful and authoritative textbook, *Pharmacology*, now in its fifth edition.
- Foreword by Daniel Vasella, CEO, Novartis International.
- Includes contributors from both the pharmaceutical industry and universities.

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- Sales Rank: #2283939 in Books
- Published on: 2006-01-12
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: .70" h x 7.70" w x 10.46" l, 2.05 pounds
- Binding: Paperback
- 360 pages

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