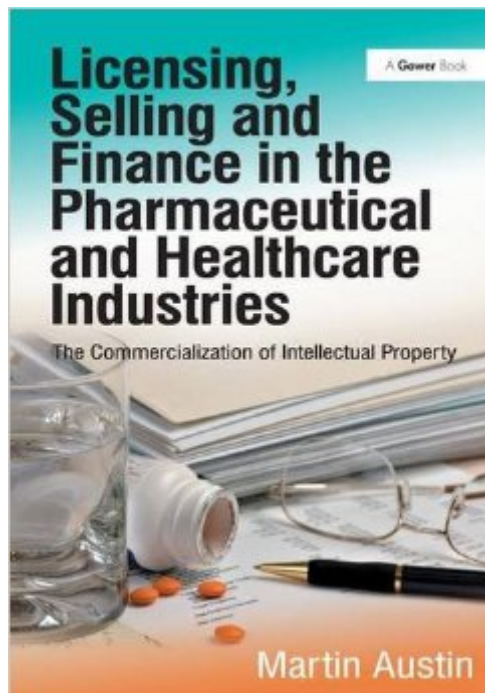


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# Licensing, Selling And Finance In The Pharmaceutical And Healthcare Industries: The Commercialization Of Intellectual Property



## Synopsis

Licensing, Selling and Finance in the Pharmaceutical and Healthcare Industries is an assessment of the turbulent state of pharmaceutical and biotechnology markets as we enter the second decade of the 21st Century. At the same time, the book offers a cautionary evaluation of the future financing of innovation in terms of what's gone wrong and how to succeed in the future. Martin Austin explores the challenge that the pharmaceutical (and related) industries face in terms of balancing short term, cost containment and expenditure control in areas such as internal research and development; whilst embracing in-licensing and the acquisition of innovative therapies to counteract their impending portfolio weaknesses in the mid to longer term. The first part of the book provides an engaging and convincing perspective on the context in which the industry currently finds itself; the second part is a pragmatic guide to commercialising your intellectual property; including how to recognise and value what you have as well as the new ways of working that you will need to adopt when negotiating, collaborating and contracting in partnership and alliance with others. Commentators have described in great detail the cocktail of commercial, clinical and social issues that threaten to overwhelm the pharmaceutical industry; Martin Austin's book offers a very distinctive perspective on these issues and their solution.

## Book Information

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## Customer Reviews

Martin Austin is Managing Director of TransformRx GmbH, formed in 2005 to provide business advice to clients on investment and business development. He is also a Partner in MarraM Advisors, specialising in Industrial Biotechnology, a Board member of RSA AG and Chairman of Zestagen SA

a biotech start-up in Lausanne. He was previously a Principal in the Paul Capital Partners Royalty Funds, a USA-based specialist in Secondary Private Equity and Alternative Asset Investments and previously Head of Business Development for the Pharmaceuticals Division at F. Hoffmann-La Roche. After a broad ranging career in the Pharmaceutical industry, progressing through Sales and Marketing roles with GD Searle in the early 1980's, he went on to become Business Development Manager with Lorex Pharmaceuticals before leaving to become a founding Director of Machine Intelligence Technologies. He was then appointed Managing Director of MHIG Ltd, an international joint venture in Market Research, prior to joining Roche.

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