

New Books

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NEW BOOKS FROM THE PUBLISHER OF THE JOURNAL OF COMMERCIAL BIOTECHNOLOGY

BUILDING BIOTECHNOLOGY

Biotechnology Business, Regulations, Patents, Law, Policy and Science

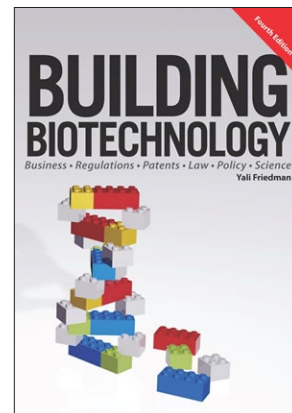
Yali Friedman, Ph.D.

20 Chapters, 388 pages

49 figures, 24 Tables, 74 Boxes

Hardcover ISBN: 978-1-934899-28-1

Softcover ISBN: 978-1-934899-29-8



This acclaimed book describes the convergence of scientific, political, regulatory, and commercial factors that drive the biotechnology industry and define its scope.

In addition to its popularity among business professionals and scientists seeking to apply their skills to biotechnology, *Building Biotechnology* has also been adopted as a course text in dozens of advanced biotechnology programs including MBA programs at UC Irvine, Tepper, and Boston University; the Johns Hopkins biotechnology MS/MBA program; NIH Office of Technology Transfer; extension programs at Berkeley and UCSF; and international programs at the Karolinska Institute, Macquarie University, and Schulich School of Business.

This fourth edition significantly expands upon the foundation laid by the first three, updating case law and business models in this dynamic industry and adding significantly more case studies, informative figures and tables. Most importantly, *Building Biotechnology* enables seasoned business professionals and entrepreneurial scientists alike to understand the drivers of biotechnology businesses and apply their established skills for commercial success.

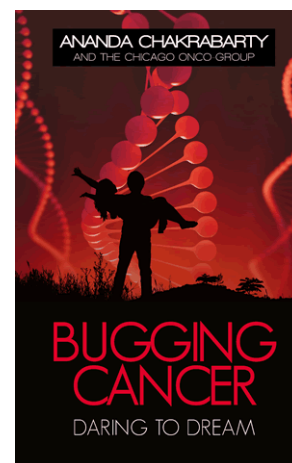
BUGGING CANCER

Enlisting bacteria to eradicate cancer

Ananda Chakrabarty and the Chicago OncoGroup

222 pages

Softcover ISBN: 978-1-934899-36-6



For centuries mankind has been intimidated by cancer, and research has been going on for many decades to address or attack the disease meaningfully so as to eradicate it. But the causes of cancer are so diverse in nature that it is extremely difficult to predict or to control the conditions, let alone fully cure it.

Bugging Cancer is a fictional book, based on real scientific progress in using bacteria and bacterial proteins to attack malignant tumor cells. Scientific results are extended in a fictional way to describe the cancer-fighting power of an imaginary bacterial protein termed neelazin. The book also mirrors present-day issues, including international competition for scientific talent, issues in patent law, research ethics, and financing.

Written by a team of seasoned scientific and business professionals, *Bugging Cancer* is sure to appeal to scientific researchers, patent attorneys, physicians, and any anyone else interested in healthcare and scientific innovation.

THE SUCCESS MATRIX

Winning in Business and in Life

Gerry Langelier
168 pages
Softcover ISBN: 978-1-934899-19-9

Eight Characters You Need to Know! The Dreamer; The Academic; The Brute; The Bureaucrat; The Merchant; The Grunt; The Loser; The Success. By focusing on three areas—Vision, Process, and Output, you can improve performance and satisfaction both within your business, and in your personal life. *The Success Matrix* takes a different approach than most business books, bracketing deep management insights with a fictional story to illustrate the power of the concepts described within. This unique combination provides a very accessible take on a complex subject. A fun, easy read, but with serious impact in your business and your personal life.

