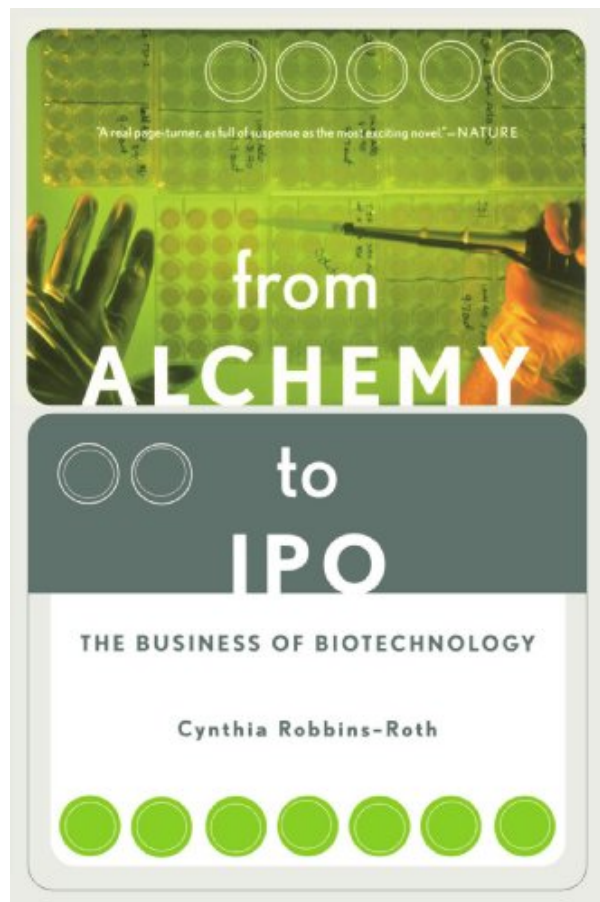
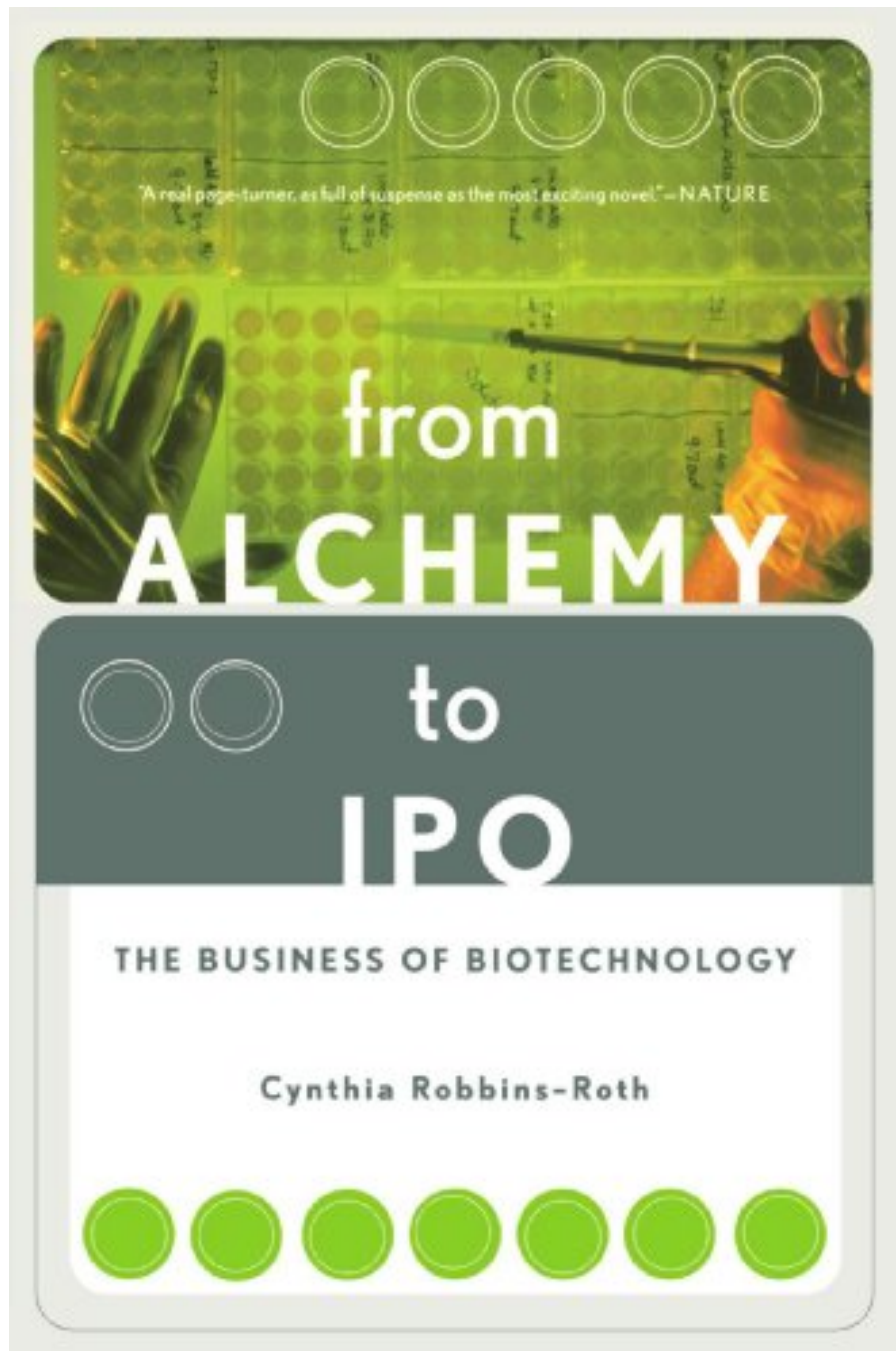


FROM ALCHEMY TO IPO: THE BUSINESS OF BIOTECHNOLOGY BY CYNTHIA ROBBINS-ROTH



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Review

"A fascinating glimpse inside the life-and-death business of biotechnology. A tour-de-force for anyone who is interested in the biotech industry. I applaud the enormous achievement of Cynthia Robbins-Roth." - Frederick Frank, Senior Managing Director & Vice Chair, Lehman Brothers "From Alchemy to IPO tells the dramatic story of this revolutionary industry as only an insider can." -George Rathmann, President and CEO, ICOS Corporation, Chairman Emeritus, Amgen"

About the Author

Cynthia Robbins-Roth, Ph.D., is the founder of BioVenture Consultants, which provides strategic planning and financial assessment to biotech start-ups, pharmaceutical companies, and venture-capital firms. Her biotech column appears regularly in Forbes magazine, and Forbes ASAP recently named her one of the top twenty-five biotech all-stars of 1999. She lives in San Mateo, California.

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"A tour-de-force for anyone who is interested in the biotech industry. I applaud the enormous achievement of Cynthia Robbins-Roth."-Frederick Frank, Senior Managing Director & Vice Chair, Lehman Brothers"From Alchemy to IPO tells the dramatic story of this revolutionary industry as only an insider can."-George Rathmann, President and CEO, ICOS Corporation, Chairman Emeritus, AmgenWritten by a well-known industry insider, From Alchemy to IPO addresses the coming-of-age of biotech products and companies and traces the history of biotechnology from its early inception in the seventies to today's heyday of new solutions and breakthrough treatments. It describes the amazing entrepreneurial trail of product development, novel business models, and critical trials that eventually pave the way to market. This is the first book to accurately record the inner workings of an industry-biotechnology-that's on the verge of living up to its monumental promise to change the world as we know it.

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4 of 4 people found the following review helpful.

Needs update

By MA

Well written and interesting intro to the Biotech industry, but it was written over 10 years ago. Several sections badly need updating: For example, Many of the companies mentioned no longer exist or have been bought out by larger pharma. Also, there have been huge advances in Human genetics since the book was written - the Human Genome project is largely complete and we have seen the results of this in the multitude

of GWAS studies that have been published in recent years, giving us insights into many complex diseases. Nevertheless, the book is interesting and I enjoyed reading it.

1 of 1 people found the following review helpful.

Required for a class, worth the read

By Willey Bob

I believe this book is a little dated being published more than 10 years ago, but the concepts for the most part are still very valid. I wish it would have been able to talk more about how the internet has affected business, and the recent recession has affected the biotech industry.

0 of 0 people found the following review helpful.

Excellent Resource for Biotech's Complexities!

By Jimmy Hassaharra

I very much enjoyed how this identifies to the reader the back office complexities (made simple and easy to understand) that you never hear about and the process, including time it takes for a molecule to make it to market (assuming it does, which this book also explains well).

Overall, an excellent resource to anyone interested in the Biotech Industry's business end and investment strategies.

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