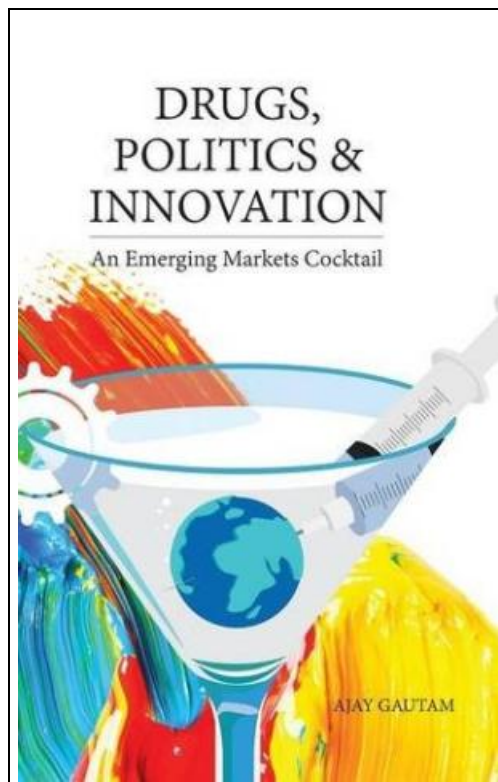


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DRUGS, POLITICS, AND INNOVATION: AN EMERGING MARKETS COCKTAIL (HARDBACK)



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Partridge Singapore, United States, 2016. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. What does it take for a country to develop and build a truly innovative pharmaceutical sector, especially when it comes to emerging markets? Although there has been tremendous overall economic growth in recent decades, why is there yet no world-class innovation hub in these geographies? And how is it that some places in the world are able to foster innovation, while others fail in spite of strong efforts? Are there certain key elements that are critical? In *Drugs, Politics, and Innovation*, author Ajay Gautam presents a new paradigm for understanding the healthcare ecosystems in markets and in countries likely to emerge as future innovation leaders. Using case studies and the author's own experiences from various emerging markets such as China, India, Russia, Brazil, Egypt, Saudi Arabia, the UAE, Mexico, as well as Israel and the United States, it evaluates and contrasts the approaches key countries are taking, and it forecasts what the future may hold for such efforts with respect to the life sciences, biotech, and pharmaceutical industries. Using the VITAL model-built on critical elements like venture capital and funding, research and design infrastructure, a talent pool, leading universities and academia, and government policies, incentives, and legislation-can help provide a framework for creating a sustainable, optimal, and productive innovation ecosystem.



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