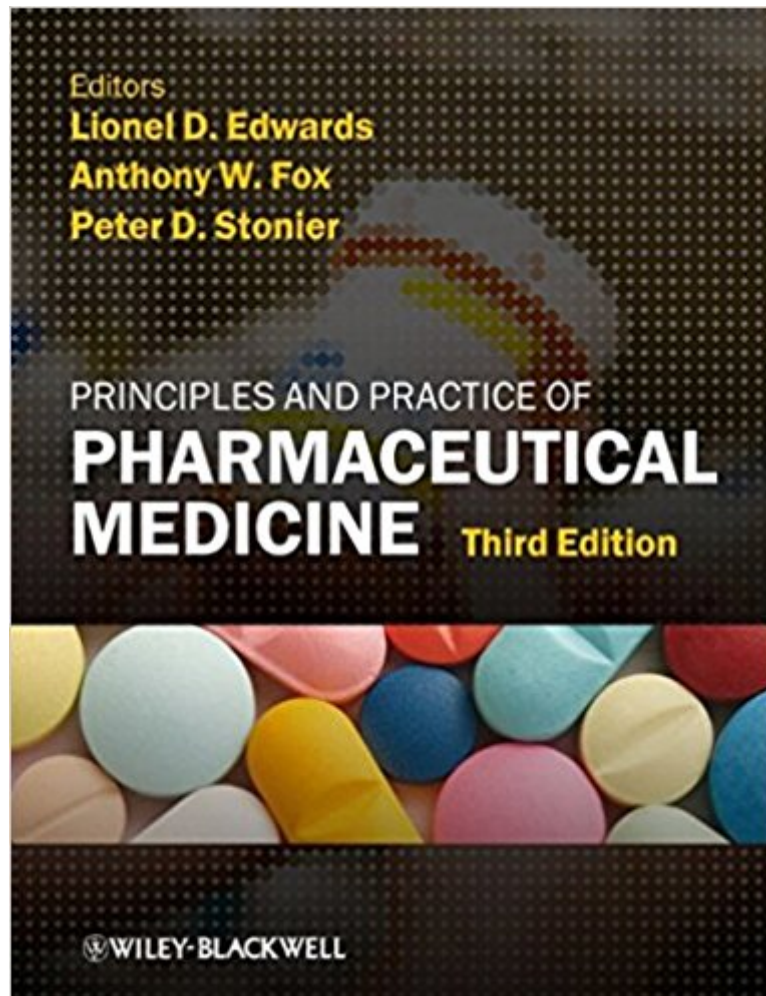




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The new edition of Principles and Practice of Pharmaceutical Medicine is a comprehensive reference guide to all aspects of pharmaceutical medicine. New content includes chapters and coverage on regulatory updates, increasing international harmonization, transitional and probabilistic approaches to drug development, the growing sophistication and regulatory importance of pharmacovigilance, personalized medicine and growth in biotechnology as a source of new experimental drugs.

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big disappointment. not real substance. a bunch of corporate jargon. slow and redundant.

This book provides an excellent and detailed overview to professionals who recently moved to positions in the pharmaceutical industry as well as an excellent refresher to experienced pharma doctors. This is the most important since there is really no other textbook out there you can use to have a full understanding of the scientific and practical issue related to drug development and life cycle. The authors are very experienced professionals and academicians, the reading runs well but effectively at the same time.

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