



# The Future of Pharma: Evolutionary Threats and Opportunities

By *Brian D. Smith*

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**The Future of Pharma: Evolutionary Threats and Opportunities** By Brian D. Smith

By any standard, the pharmaceutical industry's history has been a successful one. In addition to its profits and shareholder dividends, it has been seen by investors as relatively low risk and, largely, counter-cyclical to stock market trends. However, that important contribution appears to be petering out, with significant global implications for employees, shareholders, governments and patients. This is not just caused by the economic crisis. Long before this, several distinct but related streams of evidence emerged that now point to the stalling of the pharmaceutical industry. The Future of Pharma examines the causes of the industry's potential decline and offers a convincing and rigorous analysis of the options open to it. What emerges is a landscape defined, on the one hand, by the changing marketplace of mass-market consumers, institutional healthcare systems and wealthy individuals; and on the other by the alternate sources of commercial value - innovative therapies; super-efficient processes, supply chains and operations; and closer customer relations and increasingly tailored health services. The challenges to the pharmaceutical industry now and in the medium and long-term are very significant. Brian Smith's highly readable research findings are a wake-up call and a first step forward for anyone concerned with the future of the industry; whether executive, customer, policymaker or investor.

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## The Future of Pharma: Evolutionary Threats and Opportunities By Brian D. Smith Bibliography

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### **Editorial Review**

#### Review

'...thoughtful dialogue from diverse viewpoints on how the pharmaceutical industry assesses its situation and how it is likely to evolve over the next couple of decades.' From the foreword by Andreas Fibig, Bayer Schering Pharma '...timely and relevant. ...As we try to survive and thrive in these interesting times, The Future of Pharma is just the sort of guidebook we need.' From the foreword by G. Steven Burrill, Burrill & Company 'Professor Smith has had remarkable access to senior leaders within the industry and as such, he is very well informed. ...Radical stuff indeed and that's why this book is well worth a read if only to stimulate thinking and debate.' Industrial Pharmacy '...this new book really has something new and different to say ...It's powerful, challenging stuff. According to the blurb, Smith has worked in the industry for thirty years ...and you can really tell. ...an essential read if you work in the pharmaceutical business or even if you're just interested in where it is heading. ' via Amazon.co.uk 'Brian Smith is very well-placed to analyse the problems of the pharma industry and predict its future. ...His background is important because it comes through every page of this highly readable, thought-provoking work. ...An excellent enjoyable read.' via Amazon.co.uk 'This unique book comes highly recommended to anyone with an interest in the future of the pharmaceutical industry. Irrespective of whether or not you are in agreement with the specifics of the predictions offered, it can't fail to engage your mind and encourage you to reconsider the industry and its future. ...I can only recommend that you read the book: Your time will be well invested.' via Amazon.co.uk '...I would recommended it to anyone working in Pharma at the moment.' via Amazon.co.uk

#### About the Author

Professor Brian D. Smith began his career as a research chemist in a pharmaceutical R&D lab and then spent 20 years in technical and marketing roles before becoming an academic, author and adviser. Working at OUBS and SDA Bocconi, two of Europe's leading business schools, his research focuses on strategy creation and implementation in pharmaceutical and medical technology markets. Brian also runs a specialist consultancy that advises many of the world's largest companies in this sector. He is editor of the Journal of Medical Marketing, has written and co-written three major books and published many practitioner articles all of which can be seen at [www.pragmedic.com](http://www.pragmedic.com)

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