

# BUILDING BIOTECHNOLOGY

Starting, managing, and understanding biotechnology companies



Second Edition  
**BUILDING BIOTECHNOLOGY**  
Starting, managing, and understanding  
biotechnology companies  
Yali Friedman



Yali Friedman, Ph.D.  
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[www.BuildingBiotechnology.com](http://www.BuildingBiotechnology.com)

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## Praise for the First Edition

"The need for a comprehensive guide to understanding the inner workings of corporate biotechnology is very acute ... This book does much to fulfill that role."

*Nature Biotechnology*

"An impressive compendium of information for people getting started in the biotechnology industry."

*BioExecutive International*

"A very valuable, readable, clear, comprehensive and up to date guide of the biotechnology industry. *Building Biotechnology* is a must read for investors, reporters, directors and other laymen that wish to understand the fundamentals of the biotechnology business."

William A. Haseltine, Ph.D.

Former Chairman & CEO, Human Genome Sciences, Inc.

As biotechnology changes paradigms in medicine, agriculture, and industrial processes, there is a pressing need for cross-trained individuals capable of developing new innovations and bringing them to market. *Building Biotechnology* helps readers start and manage biotechnology companies and understand the business of biotechnology. 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 numerous advanced biotechnology programs including MBA programs at UC Irvine, Tepper, and Schulich; the Johns Hopkins biotechnology MS/MBA program; and extension programs at Berkeley and UC San Francisco.

*Building Biotechnology* serves the following needs:

- Many seasoned business professionals, even those within biotechnology companies, are eager to apply their skills to biotechnology but are challenged to understand how the industry operates.
- Many entrepreneurial scientists are eager to realize the commercial potentials of their inventions and ideas but are unfamiliar with business development.
- Many interested readers are frustrated by the lack of books describing commercial aspects of biotechnology.

This second edition significantly expands upon the foundation laid by the first, 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.

Informative, clear, and highly accessible, *Building Biotechnology* is required reading for anyone looking to capitalize on the expanding influence of biotechnology.

## About the Author

Yali Friedman is Chief Knowledge Officer at Washington, DC-based New Economy Strategies and holds a doctorate in biochemistry from the University of Buffalo. He currently guest lectures for the Johns Hopkins MS/MBA program in biotechnology and has been a guest lecturer at the Tepper School of Business and University of Buffalo School of Management, teaching classes on the business of biotechnology. In supporting New Economy Strategies' activities in technology-based economic development, he has published papers on topics such as strategies to cope with a lack of management talent and capital when developing companies outside of established hubs, entrepreneurship in biotechnology, and new paradigms in regional development.

Yali has a long history in biotechnology media, having created a Forbes 'Best of the Web'-rated web site on the biotechnology industry at [biotech.about.com](http://biotech.about.com) for About.com, a NY Times company, and managed it since 1999. His other projects include the Student Guide to DNA Based Computers, sponsored by FUJI Television, and DrugPatentWatch.com, a pharmaceutical industry competitive intelligence service based on a business plan that was awarded second place in the Panasci Entrepreneurial Awards Competition.

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