

Book Review

Outline of the Pharmaceutical Industry - West Europe

This manual was published by Industrial Aids, Ltd. (14 Buckingham Palace Road, London SW1W 0QP) in April, 1982. It contains a wealth of useful statistical information which defines the pharmaceutical industry in four of the more important West European producing countries - the United Kingdom, West Germany, France and Switzerland.

The tables of data are linked by a well reasoned text. Although the reader may not agree with all the comments, she or he is rarely, if ever, likely to feel that the statements are entirely unreasonable.

The book starts with a useful, succinct World Overview of the Pharmaceutical Market. After a European Summary, there are four chapters specifically concerned with France, Switzerland, the United Kingdom and Germany. Typically, each of these four chapters provides information on: production, consumption, trends, market production by type of drug, pharmaceuticals in relation to health expenditures, specialist products of the pharmaceutical industry and prospects for the industry.

Reading this book will not make anyone an instant expert on a complex, dynamic topic; it will however provide a good grasp of the major trends in the European Pharmaceutical Industry. We recommend this book for all interested in the development and marketing of pharmaceuticals.

Christopher T. Rhodes