

Ways to Successful Strategies in Drug Research and Development by

H.H. Sedlacek, A.M. Sapienza and V. Eid, VCH, 1996. DM 128 (xiii + 265 pages)
ISBN 3 527 29415 5

It is a pleasure to review a book that so neatly fills an unmet need. I would thoroughly recommend this volume to those in the pharmaceutical industry who wish to broaden their views on how to interpret, review, manage and lead the process of drug discovery and development. Unusually and interestingly, this book covers several ethical issues that arise in drug discovery and development, and poses questions that will give rise to some internal reflection.

This is the handbook of choice for technology managers. It supplies plenty of material that will help to get the attention of the senior management at that forthcoming strategy or project review. For the manager who has to generate or contribute to an R&D strategy document this will be an invaluable guide to the issues to be addressed.

All of the book's key areas are covered at two levels: there is a detailed textual description with plenty of statistics and information, and a text-related summary table. This format is ideal for both a reader wishing to build a thorough understanding, and the pressured R&D executive wishing to dip in and out of the book.

There are several methods for project portfolio selection and management within pharmaceutical R&D, and the detailed methodology provided in the book is a useful and valuable guide as to

how to approach this subject. It provides a good overview of the information required and how to collate and interpret the data.

Many R&D groups are addressing the difficult issue of which organizational structure will provide the best environment to achieve highly innovative teams and effective project progression. While there are no definitive answers in either of these areas, the authors put together the latest thinking, identify some of the pitfalls for the reader and hopefully leave them better informed.

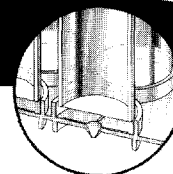
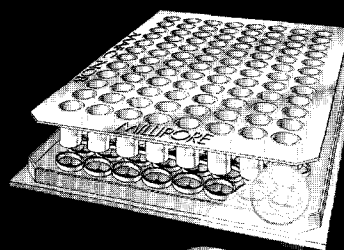
In several of its chapters the book elegantly and informatively covers the ethical issues of drug development, such as the social and political issues relating to innovation, and the ethical obligations to patients. The authors also give a well documented review of the history and ethics of animal experimentation.

Any book that covers such a wide range of topics in 265 pages will inevitably not meet all the expectations of the readers. As a book to stimulate fresh thinking, to cause some reflection and to improve the understanding of the complex issues involved in R&D management in the pharmaceutical industry, it is to be thoroughly recommended.

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