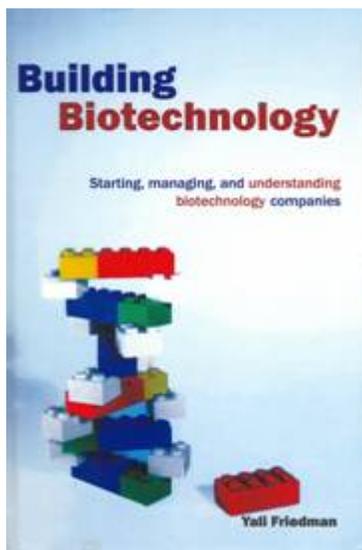


## Building Biotechnology: Starting, Managing, and Understanding Biotechnology Companies\*

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Since Biotechnology became fashionable and a large number of comprehensive textbooks have reached the market. Nonetheless only a few of them are primarily devoted to outstanding related key disciplines that make Biotechnology a commercially appealing science. This is the case for “Building Biotechnology” by Yali Friedman. From

for pure-science biotechnologists, regularly deprived of the required background to build-up from bench to market. The last section is a well organized basic tour through relevant issues that get together science and technology as a functional unit. It clearly shows the reader that being successful in biotechnology is not an easy task, but not impossible either if the proper steps are followed. Notwithstanding, one of the key concepts resulting from reading the book is that of optimism. Biotechnology has destroyed paradigms, created new ones and reborn others, always with a positive slope, selling the feeling that we are just at the beginning of a never-ending process.

Yali Friedman is an enthusiast. Through the different sections of his book he speeds up to convince the reader that getting into Biotechnology is a must. In summary, a robust, commercially-oriented readable book which should be read not only by specialists but also by entrepreneurs which foresee Biotechnology as the business of tomorrow.

the title on, in well-structured four main sections, the reader is smoothly driven in a dynamic and convincing way to understand the interactions of the scientific aspects of biotechnology with legal, political, regulatory and even ethical approaches required to make biotechnology a commercial success. Indeed, the opening chapters introduce readers to the real concept of applied biotechnology, defined not only as a product or service making one, but as a mixture of technologies that altogether and in harmony allow the development of a long-lasting commercial biotechnology. Particularly noticeable is the clarifying chapter on legal issues and the differentiation between the intertwined concepts normally associated with the issue of intellectual property. Next, the author dives the reader into corporate biotechnology, highlighting the requirements to establish a biotechnology company. This is a pivotal issue

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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. Building Biotechnology is designed to meet 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 realiz