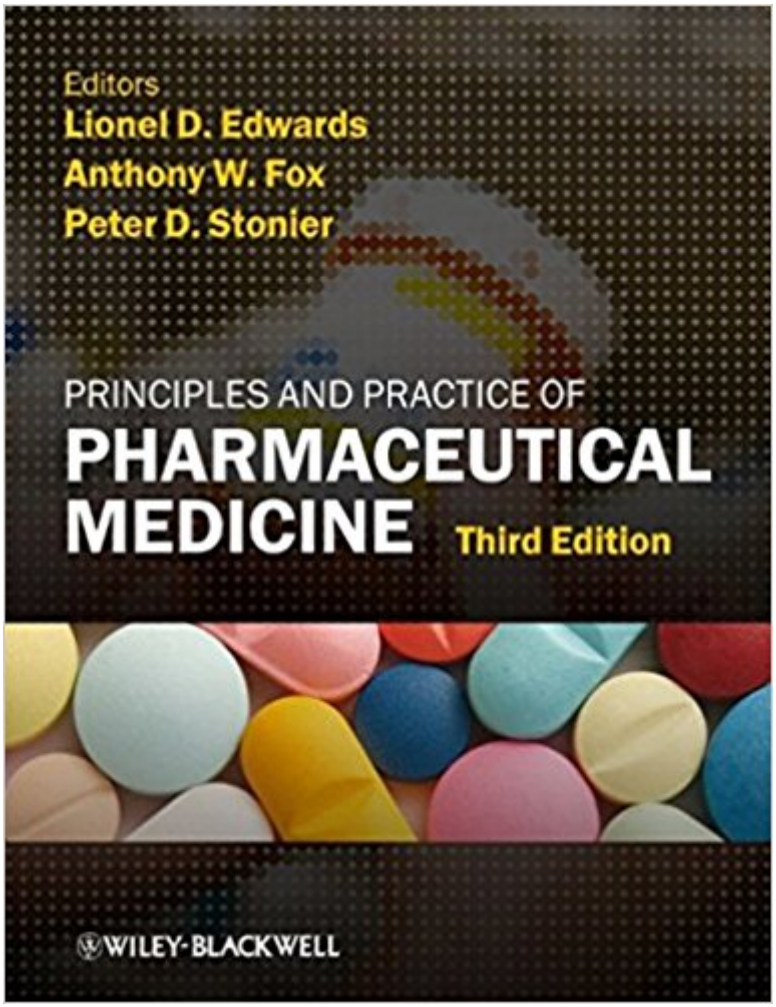
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The new edition of Principles and Practice of Pharmaceutical Medicine is a comprehensive reference guide to all aspects of pharmaceutical medicine. New content includes chapters and coverage on regulatory updates, increasing international harmonization, transitional and probabilistic approaches to drug development, the growing sophistication and regulatory importance of pharmacovigilance, personalized medicine and growth in biotechnology as a source of new experimental drugs.

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Principles and Practice of Pharmaceutical Medicine 3e Edited by Lionel D. Edwards, Anthony W. Fox and Peter D. Stonier 9781405194723 Ã Â Praise for Previous Editions: Ã Â "The authors provide a one-stop international guide to the various aspects of drug development."Ã Â from a review in The Pharmaceutical Journal "Ã¢â ¬Â|this text should serve as a useful instructional tool in

the classroom for those entering this medical specialty and as a field guide to those already working in the industry." Ã¢â ¬â œ from a review in Journal of the American Medical Association "...This book was a joy to read and a joy to review. All pharmaceutical physicians should have a copy on their bookshelves, all pharmaceutical companies should have copies in their libraries." Ã¢â ¬â œ from a review in British Association of Pharmaceutical Physicians Newsletter Ã Â Ã Â Principles and Practice of Pharmaceutical Medicine is a comprehensive reference guide to all aspects of the increasingly diverse and international field of pharmaceutical medicine. Ã Â This third edition includes new chapters and coverage on approaches to drug discovery and development, international clinical trials, the regulatory importance of pharmacovigilance, personalized medicine and growth in biotechnology as a source of new experimental drugs, and international regulatory updates including emerging Asian markets. It also covers special population studies, medical services, business aspects and the legal and ethical aspects of pharmaceutical medicine. Ã Â Principles and Practice of Pharmaceutical Medicine is an up-to-date reference for anyone working in pharmaceutical medicine, including pharmaceutical physicians, regulatory physicians, clinical researchers and research nurses. It provides essential information for those studying for Diplomas in Pharmaceutical Medicine, related professional qualifications and for specialists fulfilling requirements for continuing medical education.

big disappointment. not real substance. a bunch of corporate jargon. slow and redundant.

This book provides an excellent and detailed overview to professionals who recently moved to positions in the pharmaceutical industry as well as an excellent refresher to experienced pharma doctors. This is the most important since there is really no other textbook out there you can use to have a full understanding of the scientific and practical issue related to drug development and life cycle. The authors are very experienced professionals and academicians, the reading runs well but effectively at the same time.

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