



Total R D Management: Strategies and Tactics for 21st Century Healthcare Manufacturers (Hardback)

By Roger Dabbah

Taylor Francis Inc, United States, 1998. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Drawing on a lifetime of experience, Roger Dobbah gives readers an in-depth view of RD survival strategies and tactics and demonstrates how to apply them to any organization. The author provides insights into the role of RD, the crucial topic of creativity and innovation, and the differences and similarities between general management and RD management. He covers RD resources, organizational structures, internal and external environments, RD interface with other functions, objectives and adaptation, and integration of strategies. It includes coverage of the new RD dimension of pharmacoeconomics and a full discussion of the regulatory environment impacting the present and future of RD.

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