



Understanding Pharma: A Primer on How Pharmaceutical Companies Really Work

John J. Campbell

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Students preparing for careers in the pharmaceutical industry will also find it extremely effective in orienting them to their chosen field, and the industry as a whole.

Be sure your team has what it takes to succeed in this competitive environment. *Understanding Pharma* will provide the practical knowledge they need. Also be sure to check out the companion book, *Lingua Pharma*, the first comprehensive glossary of industry-related terms.

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