

Title	Author	Binding	ISBN	Pub Date
<i>Pharmaceuticals and Healthcare</i>				
Brand Planning for the Pharmaceutical Industry	MacLennan	Hardback	978-0-566-08520-8	Jul-04
Business Development for the Biotechnology and Pharmaceutical Industry	Austin	Hardback	978-0-566-08781-3	May-08
Communicating Health Risks to the Public	Hillier	Hardback	978-0-566-08672-4	Dec-06
ePro	Byrom	Hardback	978-0-566-08771-4	Nov-10
Forecasting for the Pharmaceutical Industry	Cook	A4 Hardback	978-0-566-08675-5	Oct-06
Future of Pharma, The	Smith	Hardback	978-1-4094-3031-5	Jul-11
Healthcare Relationship Marketing	Haimowitz	Hardback	978-0-566-09217-6	Mar-11
Marketing Planning for the Pharmaceutical Industry	Lidstone	A4 Hardback	978-0-566-08112-5	Apr-99
Outsourcing Clinical Development	Winter	A4 Hardback	978-0-566-08686-1	Feb-06
Patient Compliance	Davies	A4 Hardback	978-0-566-08658-8	Dec-06
Pharmaceutical Metrics	Zuckerman	Hardback	978-0-566-08676-2	Jan-06
Presentation Planning and Media Relations for the Pharmaceutical Industry	Lidstone	Hardback	978-0-566-08536-9	Dec-03
Price of Global Health, The	Schoonveld	Hardback	978-1-4094-2052-1	Mar-11
Project Management for the Pharmaceutical Industry	Brown	Hardback	978-1-4094-1894-8	Jun-11
Reinventing Patient Recruitment	Bachenheimer	A4 Hardback	978-0-566-08717-2	Jan-07
Successfully Marketing Clinical Trial Results	Umbach	A4 Hardback	978-0-566-08643-4	Dec-06
Supply Chain in the Pharmaceutical Industry	Whewell	Hardback	978-0-566-08695-3	Jan-10