



Launch: Life Sciences Products

David Michael Bard

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Launch, Life Sciences Products: The leading practical guide to life sciences launch success.

Accelerating life sciences product performance is critical to optimizing a new product's life cycle in today's fast-paced, competitive marketplace. There is a significant need for a comprehensive and informative book that reviews the strategy and tactics of the launch process for new life sciences products entering the complex Canadian healthcare market. In this book, the author takes you step by step through the key elements of the launch process. You will learn what it takes to move a new life sciences product from concept development through to the one year post-launch assessment. This book is written for new and experienced leaders in all areas of the bio-pharmaceutical, pharmaceutical and healthcare environments. It unleashes the knowledge you need to effectively plan and launch a life sciences product in order to get the results you want now, and looking ahead to the future.

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