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Science Business Pisano

In Science Business, Gary Pisano theorizes that there are three major challenges with the pharmaceutical/biotech startup model, and they are risk management (by monetization of intellectual property), integration, and learning. Pisano presents in detail the challenges of the drug development process and at the same time makes it understandable.

Science Business: The Promise, the Reality, and the Future ...

Why has the biotechnology industry failed to perform up to expectations – despite all its promise? This question is answered in “Science Business” by providing an incisive critique of the industry. Not only does it reveal the underlying causes of biotech's problems; it offers the most sophisticated analysis yet on how the industry works.

Science Business | Gary Pisano

In Science Business, Gary P. Pisano answers this question by providing an incisive critique of the industry. Pisano not only reveals the underlying causes of biotech's problems; he offers the most sophisticated analysis yet on how the industry works. And he provides clear presc

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Science Business: The Promise, the Reality, and the Future ...

Gary Pisano is the Harry E. Figgie Professor of Business Administration at the Harvard Business School. He joined the Harvard faculty in 1988. Pisano's research, teaching, and consulting have focused on technology strategy, the management of innovation and intellectual property, competitive strategy, and manufacturing and outsourcing strategy.

Science Business ()

Science Business: The Promise, the Reality, and the Future of Biotech. By Gary P. Pisano. Yali Friedman Ph.D. E-mail address: info@thinkbiotech.com. New Economy Strategies, Washington, DC. Search for more papers by this author. Yali Friedman Ph.D. E-mail address: info@thinkbiotech.com.

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Gary P. Pisano - Faculty - Harvard Business School

The science business was born in 1976, when the first biotech company, Genentech, was created to exploit recombinant DNA technology, a technique for engineering cells to produce human proteins.

Can Science Be a Business?: Lessons from Biotech

In Science Business, Gary P. Pisano answers this question by providing an incisive critique of the industry. Pisano not only reveals the underlying causes of biotech's problems; he offers the most sophisticated analysis yet on how the industry works.

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Specifically, Pisano argues, the business side of the industry was continually challenged by three characteristics of science: profound and persistent uncertainty, the complex and heterogeneous nature of the scientific knowledge base, and the rapid pace of scientific progress.

Science Business: What Happened to Biotech? - Harvard ...

Gary Pisano, Harvard Business School professor and author of “Science Business: The Promise, the Reality, and the Future of Biotech.”

Science Business - Harvard Business Review

Gary Pisano's ever-growing list of business publications focused on competitiveness, innovation, company growth, strategy and organizational learning and commercializing science.

Books & Research | Gary Pisano

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Books by Gary P. Pisano (Author of Science Business)

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