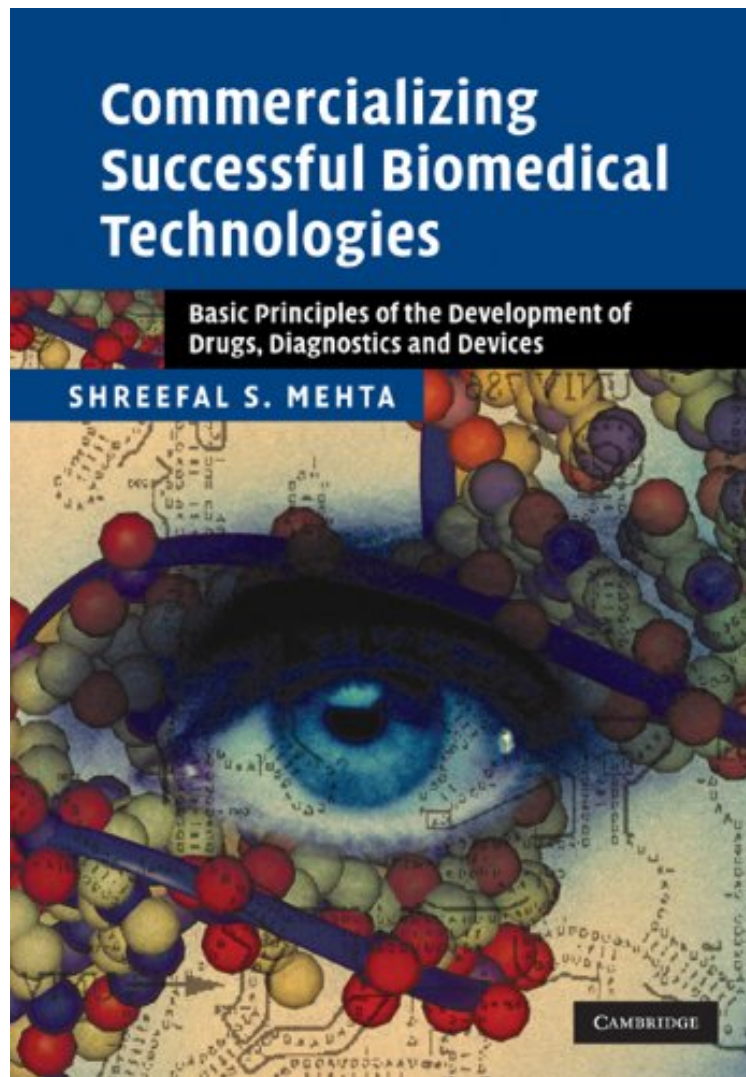


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Commercializing Successful Biomedical Technologies: Basic Principles for the Development of Drugs, Diagnostics and Devices

Shreefal S. Mehta

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review helpful. Outstanding overview of the complexities of commercializationBy L. BurnettI am using this text in a commercializing biomaterials course and highly recommend it to graduate students and post-docs who want to enter the world of start-up biotechnology. I think it would also be very helpful to junior faculty who are thinking about commercializing their research. It is brilliantly constructed to walk you through the basics of taking your research from the bench to bedside and the challenges you are going to face along the way. I also found the author's use of vignettes and specific examples very helpful to illustrate complex points. This book won't write your business plan for you but should help you do your market analysis and give you the questions to ask when you initiate disclosures to your university's Technology Transfer office. Highly recommended.2 of 2 people found the following review helpful. Outstanding Text for Understanding Commercialization StrategiesBy Thomas UlbrichWe have used this text at the University at Buffalo School of Management Center for Entrepreneurial Leadership in a program called High Tech CEL for the past two years. The program was developed to help early stage life sciences companies find a pathway to commercialization. This text is a valuable tool that takes sometimes complicated pathways and represents them in easy to understand language and diagrams that almost anyone can follow. Shreefal Mehta does a great job of distilling tons of material down into a tight compact text that can be used as both a textbook and a reference guide. Everyone involved in the life sciences industries should have one copy on their desk and couple more on their office shelves to hand out. Highly recommended!

Successful product design and development requires the ability to take a concept and translate the technology into useful, patentable, commercial products. This book guides the reader through the practical aspects of the commercialization process of drug, diagnostic and device biomedical technology including market analysis, product development, intellectual property and regulatory constraints. Key issues are highlighted at each stage in the process, and case studies are used to provide practical examples. The book will provide a sound road map for those involved in the biotechnology industry to effectively plan the commercialization of profitable regulated medical products. It will also be suitable for a capstone design course in engineering and biotechnology, providing the student with the business acumen skills involved in product development.