Overview of the pharmaceutical R&D process

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World Meteorological Organization
Geneva, November 24, 2009
many fascinating projects –

idea

medical innovation

improved healthcare
better quality of life

Xeloda

Pegasys
many fascinating projects –
a layman’s perspective

idea

some bioactive
some testing

formulation
improving

Pegasys

Xeloda
many fascinating projects –

the reality is different

highly complex multidisciplinary R&D

frontier science & high-technology

Xeloda

medical innovation

Pegasys
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medical innovation
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