



Julia Schüler

Die Biotechnologie- Industrie

Ein Einführungs-, Übersichts-
und Nachschlagewerk

 Springer Spektrum

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Julia Schüler
BioMedServices – Life Sciences Intelligence
Darmstadt

ISBN 978-3-662-47159-3
DOI 10.1007/978-3-662-47160-9

ISBN 978-3-662-47160-9 (eBook)

Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet über ► <http://dnb.d-nb.de> abrufbar.

Springer Spektrum

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Planung: Kaja Rosenbaum
Satz: Crest Premedia Solutions (P) Ltd., Pune, India

Gedruckt auf säurefreiem und chlorfrei gebleichtem Papier

Springer-Verlag ist Teil der Fachverlagsgruppe Springer Science+Business Media
(www.springer.com)

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Die Biotechnologie-Industrie

Dieses Kompendium zur Biotechnologie-Industrie bietet eine fundierte Einführung und Übersicht zu einer Zukunfts- und Schlüsselbranche. Es informiert über die dahinter stehende Biotechnologie, beleuchtet Entstehung und Rahmenbedingungen der Industrie und stellt umfangreiches sowie aktuelles Zahlenmaterial zum Nachschlagen bereit. Neben der Analyse der US-Biotech-Industrie liegt ein besonderer Fokus auf der Situation in Deutschland.

Aus dem Inhalt

- Biotechnologie – eine Einführung
- Biotech-Industrie von den Anfängen bis heute
- Anwendende Sektoren und Märkte
- Rahmenbedingungen bei der Entstehung der Biotech-Industrie in Deutschland
- Das Aufkommen einer KMU-geprägten Biotech-Industrie in Deutschland

Die Zielgruppen

Das Buch ist als Einführungs-, Übersichts- und Nachschlagewerk für alle zu empfehlen, die einen fundierten Einblick in die Biotechnologie-Industrie erhalten möchten, wie z. B. Investoren, branchenfremde Unternehmer, Journalisten, Politiker und andere Interessierte. Für Branchenkenner bietet es eine Zusammenstellung aktueller Trends und Daten.

Zur Autorin

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ISBN 978-3-662-47159-3

