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Frenzy Behind the Facade: A True-To-Life Portrayal of the Pharmaceutical Industry (Paperback)

By Richard F Newmiller

Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. William Casper takes on the biggest professional challenge of his life, the turnaround of Pharmacy Healthcare Company, an over-the-counter drug manufacturer. Even his industry peers recommend against him assuming the role of president and CEO-the company is headed for certain bankruptcy. Casper has to prevail against falling revenues, runaway expenses, as well as greedy, opportunistic distributors. At the same time, the company is dealing with noncompliance observations and warning letters issued after multiple critical inspections by the FDA. For the company to survive, Casper also has to identify and plug a leak in his organization and bring a new and highly profitable prescription drug to market. Although a novel, the events portrayed parallel real-life daily regulatory and compliance encounters throughout the pharmaceutical supply chain-a look behind the facade. It s no wonder the list of unavailable or limited-supply drug products continues to grow. Excerpts: In all honesty, I m surprised every day that we re able to manufacture a quality product using this facility. Creating mistrust between the chairman and the CEO is such a deviant and divisive act...



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