

Strategies and Tactics for Successful Partnering: A Guide to Partnering Pharmaceutical and Biotechnology Projects

A step by step guide on how to partner your pharmaceutical or biotechnology opportunity

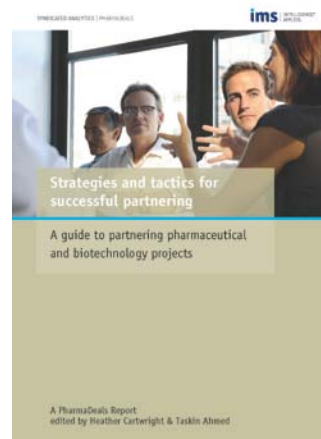
The report **Strategies and Tactics for Successful Partnering** is a practical guide to partnering pharmaceutical and biotechnology projects.

Overview:

- The report is a review of the partnering process which is outlined step by step to those unfamiliar to dealmaking.
- The report discusses in detail all aspects of partnering including the steps that are involved from identifying the opportunity through to negotiating and signing the deal and beyond; the report provides hands-on advice on how to complete each of these activities.

Contents:

- Detailed introduction to partnering, how and when to find the right partner and where you can get information about potential opportunities and potential partners.
- In-depth review of the partnering process including the documentation – non confidential and confidential – that is required by each partner.
- A discussion of unique issues encountered when dealing with large pharma and small biotechs; how to value your products and what deal structure suits your product and specific requirements.
- Advice on negotiation, due diligence and alliance management; the report also discusses what to do when things go wrong and therefore how to manage the process of deal termination.



Key Benefits:

- Avoid the pitfalls in partnering with an in-depth understanding of all the components of partnering and dealmaking with pointers on how to complete each activity successfully.
- Answer key questions such as why should you partner and what issues you have to consider and what issues you need to anticipate in the partnering process.
- Know how best to present your company and your opportunity to potential partners; know how to value your product and how to negotiate the best deal.

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**Strategies and Tactics for Successful Partnering:
A Guide to Partnering Pharmaceutical and Biotechnology
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