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Managing Biotechnology – From Science to Market in the Digital Age Dr. Francoise Simon is Professor Emerita at Columbia University and Senior Faculty, Mount Sinai School of Medicine. Her teaching focuses on graduate and executive programs and won the Chandler Award for Commitment to Excellence from the Columbia Business School.

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- This book was quite helpful to us in our trip to Northern Italy. All the restaurant suggested turned out well and the book gave us some great ideas of things to do with the kids. It is probably more useful with children 10 and under than for older kids although some of it is still applicable.

- Elaine and Peter are career authors. They obviously don't use the products they write about, and this book is no exception. It is lacking in common sense, good advice, and practical tips and techniques. This series tends to be quite good overall, but the authors' obvious unfamiliarity with the product they are writing about shines through vividly. If that weren't bad enough, many of the examples are poor quality and look bitmapped! In a vector book! Shame!