Practical Leadership for Biopharmaceutical Executives. Woodhead Publishing Series in Biomedicine

Description: The biohealthcare executive in upper-middle management confronts leadership challenges unique to their industry: they manage highly specialized knowledge workers and innovators, compete at the speed of technology, work in a highly regulated environment where "free speech" often does not apply due to patient safety and privacy concerns, and increasingly are leading virtual teams who may be located in different parts of the world. Practical leadership for biopharmaceutical executives is a guide that strips away the theory and meets head-on the practical leadership challenges these executives face on a daily basis, and provides these "innovator leaders" with the tools to lead effectively in the face of technological complexity.

- Focuses on personal leadership, where the executive has an opportunity to manage his/her own effectiveness as a leader and manager, and engage with their own career development and method of contribution within their chosen industry
- Discusses particularly the unique leadership challenges in biohealthcare: an industry that is at once highly innovative and emotive. Biohealthcare companies are often viewed with suspicion by the consumers who question corporate motives, and product marketing and sales practices. The effective biohealthcare leaders are well aware of these emotive features, and embody ethics through action - not just lip service
- Includes real life examples, including a series of both phone-based and email-based interviews of executives

Contents:
- Dedication
- Acknowledgements
- List of abbreviations
- Author's note
- About the author
- Chapter 1: 'Leadership' as a phenomenon
- Abstract
- Introduction
- Qualitative research methodology
- Data analysis
- Conclusion
- Objectives of this book
- Chapter 2: Seven managerial leadership competencies
- Abstract
- Leadership competence versus capacity
- Competence in role: competence for tasks required of the leadership role
- Autonomy-cohesion: competence in imparting autonomy and creating cohesion
- Trust: competence in creating trust and working from trust
Steadiness amid uncertainty: competence for effectiveness amid incomplete/imperfect facts and/or tension

Balanced execution: competence for balanced execution in the face of increased complexity of role

Communication: competence for expressing clearly, to the scale appropriate to the audience, and with the intended result

Growth/cultivation: competence for developing current and future capability in self and others

Conclusion

Chapter 3: Three commitments of pharmaceutical executives: presence

Abstract

Introduction

The purpose of maintaining presence

Motivating and energizing employees

Energized teams brim with ideas

How team creativity is compromised

A biopharmaceutical executive's communication awareness

Case illustrations of managerial communication failure

Debriefing the case illustrations

Conclusion

Chapter summary

Chapter 4: Three commitments of pharmaceutical executives: stewardship

Abstract

Introduction

Authority to give people jobs (assign them tasks)

Case illustrations of poor stewardship of managerial authority

Debriefing the case illustrations

Authority to give people objectives (assign a direction)

Authority to serve industry and company

Conclusion

Chapter summary

Chapter 5: Three commitments of pharmaceutical executives: development

Abstract

Introduction

Prerequisites in personnel development
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: Practical Leadership for Biopharmaceutical Executives. Woodhead Publishing Series in Biomedicine
Web Address: http://www.researchandmarkets.com/reports/2719846/
Office Code: SCD2V9U

Product Format
Please select the product format and quantity you require:

Quantity

Hard Copy (Hard Back): USD 157 + USD 29 Shipping/Handling

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:  Mr  Mrs  Dr  Miss  Ms  Prof
First Name:  ___________________________  Last Name:  ___________________________
Email Address: *  ___________________________
Job Title:  ___________________________
Organisation:  ___________________________
Address:  ___________________________
City:  ___________________________
Postal / Zip Code:  ___________________________
Country:  ___________________________
Phone Number:  ___________________________
Fax Number:  ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World