



# **Business Modeling for Life Science and Biotech Companies: Creating Value and Competitive Advantage with the Milestone Bridge (Routledge Studies in Innovation, Organization and Technology)**

By Alberto Onetti, Antonella Zucchella

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Most books on the biotechnology industry focus on scientific and technological challenges, ignoring the entrepreneurial and managerial complexities faced bio-entrepreneurs. *The Business Models for Life Science Firms* aims to fill this gap by offering managers in this rapid growth industry the tools needed to design and implement an effective business model customized for the unique needs of research intensive organizations.

Onetti and Zucchella begin by unpacking the often-used ‘business model’ term, examining key elements of business model conceptualization and offering a three tier approach with a clear separation between the business model and strategy: focus, exploring the different activities carried out by the organization; locus, evaluating where organizational activities are centered; and modus, testing the execution of the organization’s activities. The business model thus defines the unique way in which a company delivers on its promise to its customers. The theory and applications adopt a global approach, offering business cases from a variety of biotech companies around the world.

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