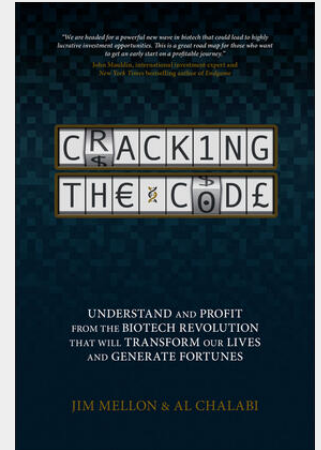


Cracking the Code

Everything you need to know about the most important trend in the history of the world. Within most people's lifetimes, the developments in the biotechnology sector will allow us to live increasingly long and healthy lives, as well as provide us with technological innovations that will transform the way we live. But these innovations offer more than just hope for a better life, but hope for better returns too. Financial returns of incredible magnitude await savvy investors and businesspeople who can see the massive changes on the horizon. This book details these fast-moving trends and innovations and offers extensive advice on how to profit from them in business and investing.

WAKE UP TO THE MOST IMPORTANT TREND IN THE HISTORY OF THE WORLD There is a new gold rush on. The Single biggest trend to affect mankind is here, and there are fortunes to be made. The next phase in the world's development will not be dominated by the rise of China or India, or by green technologies, important though they are. Rather the world as we know it is about to be transformed by breakthrough achievements in human life extension and improvement. Entire industries are soon to be disrupted by developments in Biotechnology. And there are unparalleled opportunities for early investors to profit. This amazing acceleration in technological development is coming under the radar for many, but will soon prove to be more important to the human race than the internet, iPads, smartphones and all the other material goods we regard as technology. The fusion of technology and medicine will enable us to live longer and healthier lives with a considerably superior quality of life. **LEARN, DIGEST, INFORM AND INVEST** Cracking the Code is the first book to explore with full clarity the implications of an industry that will define the 21st century and to outline the huge returns to be had for those who invest in the companies behind these products and the changing demographic that his technology will bring about. Leading investment experts Jim Mellon and Al Chalabi have spent a year immersed in the life sciences industry, researching and interviewing over 100 companies. Writing not as scientists but as investors, they strip away the technical jargon and demystify the information to help you to understand the science and clearly identify the key industry participants and investment opportunities. The first authors to forecast an economic crisis, as early as 2005 in their book Wake Up!, show you how the biotech industry's biggest successes will dwarf the current colossi of the stock markets. May you live long and prosper from it.



31,00 €
28,97 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781119963189
Medium: Buch
ISBN: 978-1-119-96318-9
Verlag: Wiley
Erscheinungstermin: 14.05.2012
Sprache(n): Englisch
Auflage: 1. Auflage 2012
Produktform: Gebunden
Gewicht: 589 g
Seiten: 360
Format (B x H): 145 x 222 mm

