



## The Biotech Investor's Bible

By George Wolff

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### The Biotech Investor's Bible By George Wolff

A one-stop source for investing in biotech-with detailed coverage of the science, the business, the players, and the strategies for one of today's most promising (and volatile) industries

To invest in biotech is to invest in the future, and as such, investors need to learn the nuances of the science they're putting their money on. The core asset of biotech companies is knowledge, and sound investment decisions are impossible without an understanding of this complex science. That's where The Biotech Investor's Bible fits in. This much-needed, one-of-a-kind resource simplifies the complex science surrounding the business of biotech and clarifies subtle distinctions within the context of their financial repercussions. The book explains the basics of genetics, patents, and therapies; and teaches investors how to value biotech companies and their state-of-the art products and technology. The Biotech Investor's Bible offers an informative summary of the relatively short history of the industry and provides a comprehensive review of various industry sectors.

George Wolff (St. Pete Beach, FL) is a successful consultant advising clients who are investing in biotech stocks. He has assessed well over 150 biotech companies and has issued a number of valuable white papers that have charted the success of the hottest biotech companies.

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### Editorial Review

#### From the Inside Flap

Like the industry itself, the fundamentals of biotech investing are unique. Because the financial characteristics of biotechnology investments are unlike those of any other sector on the market, few analysts and investors predicted the industry's recent, dramatic gains and even fewer profited from it.

The Biotech Investor's Bible is a practical guide to the essentials of biotechnology investment. Along with the most promising investing strategies, George Wolff provides an overview of an industry that many observers expect to emerge over the next century as the largest and most important business sector in the world.

Wolff first focuses on the unique financial forces that drive biotech markets. With this approach, you'll gain a better understanding of the structure of the industry and its many processes, setting the stage for an analysis of sensible investment criteria. He then simplifies complex scientific concepts and technical terminology so you can quickly cut through industry jargon and make informed investment decisions.

To help you get in as close as possible on biotech's ground floor, Wolff prepares you with:

- \* Guidelines and commonsense methods for picking companies
- \* Details on new technologies and innovations
- \* Advice on how to pick lesser known companies with unrealized value
- \* Insights on how to structure a biotech portfolio
- \* A breakdown of 185 major biotech companies

Today, more than five thousand companies are engaged in the development of biotechnology worldwide. The work they do will fundamentally change life in this century, and every investor has a vested interest in knowing how the next industrial revolution will affect their holdings. No sector, from oil to insurance, from mining to medicine, will remain untouched.

#### From the Back Cover

The complete guide to investing in the biotech industry

"Clear, never condescending, and with abundant references to biotech firms and their work in progress, The Biotech Investor's Bible is a book that had to be written. Essential for the investor, fascinating even for armchair students of the industry, it's a valuable reference, a guide to what is coming, and an irresistible read . . . it will be a definitive reference in the field."--Andrew Allentuck, globetechnology.com

"The Biotech Investor's Bible outlines sensibly and with balance the opportunities and challenges of an industry that will change our lives. A must read guide for the individual investor."--William A. Haseltine, Ph.D., Chairman, CEO, and Founder, Human Genome Sciences, Inc., Editor-in-chief, E-Biomed: The Journal of Regenerative Medicine

Investors with a practical understanding of biotechnology share a remarkable opportunity: the chance to invest in an industry on the threshold of tremendous growth. With the long-term potential to cure most major diseases and to revolutionize industries as diverse as pharmaceuticals and forestry, petrochemicals and agriculture, the possibilities for biotech--and its investors--are limitless.

The Biotech Investor's Bible provides you with the strategies and proven techniques to reduce risk and increase returns, including:

- \* The steps you must know in order to assess the biotech market ?
- \* A comprehensive look at 185 major biotech companies ?
- \* Guidelines to follow when planning your biotech portfolio ?
- \* An overview of the latest biotech therapies and breakthroughs ?
- \* Tips on how to find sound and promising companies in the sector ?
- \* An easy-to-understand introduction to the science and technology in the field ?

#### About the Author

GEORGE WOLFF is an award-winning journalist and, currently, a private business consultant to several firms in the investment industry. He has assessed and reported on more than 200 biotechnology companies for his clientele, issuing a number of valuable white papers charting the emergence of biotechnology. Previously, as a journalist, Wolff worked internationally covering the onset of the AIDS epidemic, the emergence of recombinant DNA technology, and the extraordinary stock market events of the previous twenty years. Wolff can be contacted through his web site, BioWolff.com.

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