



## Leveling the Playing Field: A Guide to Successful Business Development Transactions for Private and Small Public Life Science Companies

By Lawrence P. Horowitz

iUniverse. Paperback. Book Condition: New. Paperback. 172 pages. Dimensions: 9.0in. x 6.0in. x 0.8in. Business development transactions are an important way for private and small cap life science companies to realize value. When negotiating transaction terms, small companies confront a playing field tilted steeply to the advantage of large companies such as Pfizer, GSK, J and J, and Medtronic. Leveling the Playing Field shows how small companies can create a level playing field and achieve a transaction that fully recognizes the value of their technologies and products. Leveling the Playing Field uses auctions as a model for successful business development. Auctions are especially effective in creating power for sellers when many, wealthy bidders compete enthusiastically to acquire a singular asset, a Rembrandt painting, a uniquely situated piece of real estate, a small company's technology or product. Leveling the Playing Field guides small companies through the process of attracting large companies, transforming their interest into enthusiasm, and maintaining a high level of competition among potential buyers for as long as possible. Leveling the Playing Field draws on the authors' experiences closing more than 100 transactions ranging in size from a few million to over 2 billion as well as their serving as...



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