

## PRESS INFORMATION

### **“Biotech Funding Trends” by Alexandra Carina Gruber New book examines financing trends in the biotech industry**

(Vienna, 15 January 2009) – A new book entitled “Biotech Funding Trends. Insights from Entrepreneurs and Investors,” authored by Alexandra Carina Gruber and published by WILEY-VCH, takes a close look behind the scenes of biotech financing. Based on a series of interviews with high-level biotech entrepreneurs and investors as well as numerous case studies and illustrations, this new book provides a comprehensive overview of current financing trends in the biotech industry.

“My intention in writing this book was to highlight the potential tensions resulting from the different backgrounds and diverging expectations of the two parties involved in developing a biotech business,” says the author. The book provides a series of hands-on suggestions on how to dismantle existing prejudices and to succeed in this highly competitive environment. This also makes the book an interesting read for students aspiring to pursue a career in biotech.

#### **About Alexandra Carina Gruber**

Dr. Alexandra Carina Gruber (37) graduated in pharmacy in 1997 and has been working in the pharmaceutical industry for the past 12 years, holding various marketing and business development positions. During her professional career, she completed an Executive MBA program at the University of Business Administration and Economics in Vienna in cooperation with the University of Minnesota as well as a Masters program in Management in Finance (MSc/MMFin) at the Danube University Krems together with the University of British Columbia (UBC).



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