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San Francisco to the 2009
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The second way that
Genentech (at least
before becoming
absorbed into

Hoffman–La Roche)
stands out among the
vast phalanx of
biotech firms is that
its success derived
from harnessing
easily manipulated
organisms to mass-
produce proteins or
enzymes already in

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human therapeutic use; when attention shifted to new drugs, the biotech model failed and these companies began attempting to milk research tools for revenue instead, hobbling the entire research enterprise.

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audience and is a
must read for
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Engaging account of
the rise of biotech in
the late 1970s and
early 1980s through
the story of

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Genentech. One Of

fascinating part of
this account is the
unique relationship

Genentech developed
with both academia
and large

pharmaceuticals
through contracting,
setting a paradigm for
dozens of other
biotech companies.

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Genentech's
founders, followers,
opponents, victims,
and beneficiaries in
context, Hughes also
demonstrates how
science interacts with
commercial and legal
interests and
university research,

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and with government
regulation, venture
capital, and
commercial
profits.? Integrating
the scientific, the
corporate, the
contextual, and the
personal, Genentech
tells the story of
biotechnology as it is
not often told, as a
risky and improbable
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overcome a ...

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engineering company,
became the overnight
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engineering company,
became the overnight
darling of Wall Street,
raising over \$38
million in its initial
public stock offering.
Lacking marketed
products or
substantial profit, the
firm nonetheless saw
its share price
escalate from \$35 to
\$89 in the first few
minutes of trading, at

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that point the largest
gain in stock market
history.

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Review Background:
A book written by
historian. The author
of this book is Sally

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Smith Hughes, a
historian of science at
the... Written after
2009 Acquisition of
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Most of this book
covers events from
the year of 1972 to
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publicly-owned
biotech Genentech
was founded on April
7th 1976 with no
assets, rented
equipment, or even a
secretary. Despite
these humble
beginnings, however,
the company was able
to use recombinant E.
coli to produce the
first human protein,
somatostatin, as a

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proof-of-concept in
1977.

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interviews with early
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the first book-length
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pioneering company,
depicting
Genentech ' s
improbable creation,
precarious youth, and
ascent to immense
prosperity. Hughes
provides intimate
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people significant to
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and business,
including cofounders
Herbert Boyer and
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in ...

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Vivid account of
Genentech's founding

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and the early travails
of the biotech
industry. Things that
would not
immediately spring to
mind today, like the
deep suspicion or
outright hostility of
academic scientists to
scientists who had an
interest in business,
or the paranoia
surrounding the early
days of genetic

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engineering, even in
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was born.

Genentech's unique
corporate structure,
which blurred the
boundary between
academia and
industry, was swiftly
imitated. The
sometimes
uncomfortable
entanglement of...

Biotechnology: DNA

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over 38 million in its
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