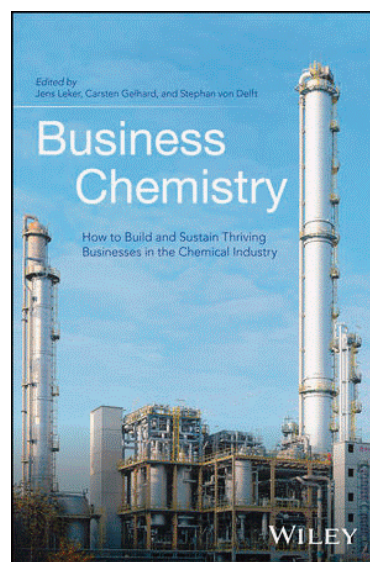


BOOK RELEASE ANNOUNCEMENT

Business Chemistry: How to Build and Sustain Thriving Businesses in the Chemical Industry

Edited by Jens Leker, Carsten Gelhard, and Stephan von Delft

Business Chemistry: How to Build and Sustain Thriving Businesses in the Chemical Industry is a concise text aimed at chemists, other natural scientists, and engineers who want to develop essential management skills. Written in an accessible style, with the needs of managers in mind, this book provides an introduction to essential management theory, models, and practical tools relevant to the chemical industry and associated branches such as pharmaceuticals and consumer goods. Drawing on first-hand management experience and in-depth research projects, the book outlines the key topics to build and sustain businesses in the chemical industry. It addresses important topics such as strategy and new business development, describes global trends that shape chemical companies, and looks at recent issues such as business model innovation.



Features of this practitioner-oriented book include:

- Eight chapters covering all the management topics relevant to chemists, other natural scientists and engineers.
- Chapters co-authored by experienced practitioners from companies such as Altana, A.T. Kearney, and Evonik Industries.
- Examples and cases from the chemical industry and associated branches throughout to illustrate the practical relevance of the topics covered.
- Contemporary issues such as business model design, customer and supplier integration, and business co-operation.

Business Chemistry: How to Build and Sustain Thriving Businesses in the Chemical Industry will be a valuable resource for scientists and engineers looking to expand their professional portfolios and enhance their value to their organizations by acquiring essential business management knowledge and skills. It will also be of interest to business students interested in a career in the chemical industry or related sectors.