



Digital Code of Life: How Bioinformatics is Revolutionizing Science, Medicine, and Business

Glyn Moody

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A behind-the-scenes look at the most lucrative discipline within biotechnology

Bioinformatics represents a new area of opportunity for investors and industry participants. Companies are spending billions on the potentially lucrative products that will come from bioinformatics. This book looks at what companies like Merck, Glaxo SmithKline Beecham, and Celera, and hospitals are doing to maneuver themselves to leadership positions in this area. Filled with in-depth insights and surprising revelations, Digital Code of Life examines the personalities who have brought bioinformatics to life and explores the commercial applications and investment opportunities of the most lucrative discipline within genomics. Glyn Moody (London, UK) has published numerous articles in Wired magazine. He is the author of the critically acclaimed book Rebel Code.

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