



St John's Innovation Centre
Cowley Road
Cambridge
CB4 0WS

PRESS RELEASE

16 October 2013

Ithaka Life Sciences contributes to The Innovation Handbook

Ithaka is pleased to announce that Dr Paul Rodgers (Managing Director) and Dr Bill Primrose (Consultant) have written a chapter for the recently published 3rd Edition of The Innovation Handbook. The Innovation Handbook is a practical guide to the effective management and commercial exploitation of ideas and knowledge, allowing companies to move ahead of their competitors, offer real value to customers and boost their profitability. Endorsed by the UK's Intellectual Property Office and the Technology Strategy Board, The Innovation Handbook offers advice and commentary from leading players in the technology, branding, design, intellectual property and innovation fields. The book is published by Kogan Page <http://www.koganpage.com/editions/the-innovation-handbook/9780749465339>.

The Ithaka team members drew upon their experiences of working with drug discovery companies to review the opportunities and challenges for open innovation in the pharmaceutical industry. Dr Rodgers said: "We are delighted to contribute again to The Innovation Handbook and we hope that our reflections on implementing open innovation will prove of value to companies seeking to address the growing challenges in bringing new therapies into clinical use and securing an adequate return on investment." Dr Primrose added: "Open innovation has become established practice in the pharmaceutical industry, and anyone looking to undertake or partner a drug discovery programme needs to understand how and why it is implemented".

ENDS

Further information:

Dr Paul Rodgers, Ithaka Life Sciences Ltd, telephone: +44 (0)1223 703146
paul.rodgers@ithaka.co.uk