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#### Cover Story

The leading story of this issue of *Drug Discovery Today*, by Lars J.S. Knutsen explains why many companies are unable to unlock the full potential of their talented research staff. He outlines how many strategies and initiatives instigated to address this issue turn out to be counterproductive and result in the demotivation of staff. There appears to be a mismatch of expectations of senior management and scientists in this respect, which often results in a migration of talented researchers, the lifeblood of the pharmaceutical industry, into smaller companies, largely unburdened with the bureaucracy of large Pharma, in order to revive their "pioneer" spirit.

# DRUG DISCOVERY TODAY

## REVIEWS

### KEYNOTE

- 476 Drug discovery management, small is still beautiful: Why a number of companies get it wrong**

*Lars J.S. Knutsen*

### GENE TO SCREEN

- 485 Targeting survivin in cancer: the cell-signalling perspective**

*Jagat R. Kanwar, Sishir K. Kamalapuram and Rupinder K. Kanwar*

### INFORMATICS

- 495 Therapeutic potential of anticancer immunotoxins**

*Swati Choudhary, Mrudula Mathew and Rama S. Verma*

### POST SCREEN

- 504 Histone acetyltransferases are crucial regulators in NF- $\kappa$ B mediated inflammation**

*Massimo Ghizzoni, Hidde J. Haisma, Harm Maarsingh and Frank J. Dekker*

- 512 The application of next-generation sequencing technologies to drug discovery and development**

*Peter M. Woollard, Nalini A.L. Mehta, Jessica J. Vamathevan, Stephanie Van Horn, Bhushan K. Bonde and David J. Dow*

- 520 Dopamine-sensitive adenylyl cyclases in neuronal development: physiopathological and pharmacological implications**

*Barbara Pavan, Guglielmo Paganetto and Alessandro Dalpiaz*

- 530 Utility of protein structures in overcoming ADMET-related issues of drug-like compounds**

*Friederike Stoll, Andreas H. Göller and Alexander Hillisch*