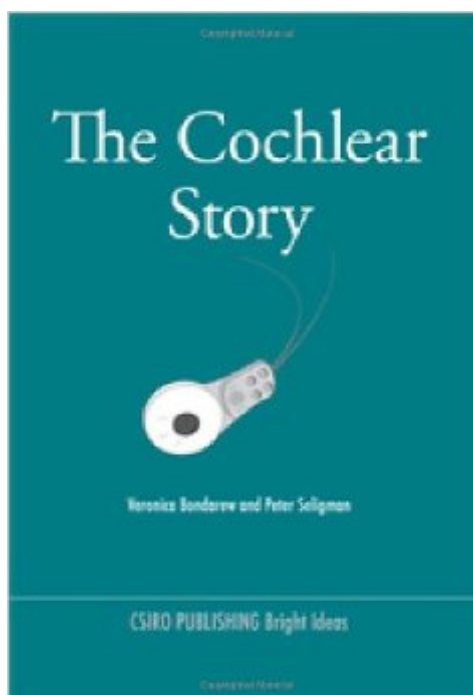


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The Cochlear Story (Bright Ideas Series)



Synopsis

Cochlear Ltd, together with its university partner and many other collaborators, has returned hearing to over 160,000 people thanks to the development of its hearing implant. This book documents the human story behind that development. It delves into the commercial planning and implementation that led to the product's success in an international, highly competitive market, and the human drama that was experienced in achieving it. Chapters are structured around the development of the science. Woven within that structure are the personal and business stories that have enabled successful outcomes in the relatively new age of biomedical engineering. The Cochlear Story puts this Australian development on the world map in recognition of Australian medicine, science, technology and business.

Book Information

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