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## **New Book Documents History Of Animal Health Industry**

(August 31, 2009) A new book, "*The U.S. Animal Health Industry: Its Pioneers and Legacy of Innovation*," was unveiled at the annual Homecoming Dinner and Networking Event held in Kansas City today.

The book was developed by Brakke Consulting, Inc., and published by Advanstar Communications, Inc. The Homecoming Dinner is a special event sponsored by the Kansas City Animal Health Corridor for animal health industry executives and held in conjunction with CVC Central, a veterinary conference held annually in Kansas City.

"One of the primary reasons for publishing this book was to capture the voices of many of the principal players in the early days of the industry while they were still available to tell their stories," said Ron Brakke, president of Brakke Consulting.

In the late 19th century hog cholera wiped out 10 percent of the U.S. swine population. The fight against hog cholera was the seminal event that launched the animal health industry. The cure required unprecedented levels of scientific research and the development, regulatory approval, and delivery of innovative products. This became the foundation for today's \$6 billion industry.

"The book documents the history of the individuals, companies, associations and distributors that played key roles in moving the industry from its beginnings to the present day. It includes several interviews with some of the early pioneers," Brakke said.

Book chapter titles include:

- The beginning: Hogs, disease, and tough and rugged men
- An industry blooms: From cattle ticks to dog fleas
- Science that works for a living (Manufacturer histories)
- Medicine movers (Distributor histories), Strength in numbers
- Strength in numbers: The formation of key industry associations
- Voices of the industry: A look back and a look forward.

"*The U.S. Animal Health Industry: Its Pioneers and Legacy of Innovation*" is a hardcover, gift-style book. It is 144 pages long and sells for \$35.00 plus shipping and handling.

#### About Brakke Consulting

Brakke Consulting, headquartered in Dallas, TX, is the leading management consulting firm serving the animal health and nutrition industries. Established in 1986, Brakke Consulting provides a full range of consulting services, including assistance with general business issues, acquisitions and divestitures, market research, executive search, and veterinary practice management. The firm also markets a variety of syndicated market studies. More information about the firm can be found at [www.BrakkeConsulting.com](http://www.BrakkeConsulting.com).

#### About Advanstar Communications

Advanstar Communications, headquartered in Woodland Hills, CA, is the leading publisher of veterinary journals, and a diversified business communications company. Its veterinary publishing division is headquartered in Kansas City, MO.

For more information about ordering copies of *The U.S. Animal Health Industry: Its pioneers and legacy of innovation*, contact Brakke Consulting, 2735 Villa Creek, Suite 140, Dallas, Texas 75234 by phone at (972) 243-4033.