

## ***Pharmaceutical applications of Newton's second law and disc inertia in contemporary marketing education***

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### ***Abstract***

As the pharmaceutical industry increasingly becomes big business, business schools and marketing departments around the world are seeking to expand their activity and prepare their students for this vital sector. As the effort to create new drugs to treat rare conditions cost effectively intensifies, there is a need to insure maximum efficiency in the manufacturing process. This includes the creation of ultracompact treatment forms, which can best be achieved via applications of fundamental laws of physics. This paper reports an experiment exploring the relationship between the forms of Newton's 2<sup>nd</sup> Law appropriate to linear motion and to transversal architraves. The moment of inertia of three discs was determined by experiments and compared with previous data derived from a theoretical relationship. The method used was to attach the discs to a moment arm. Comparing the results with those obtained from previous experiments it is found to be consistent with the first law of thermodynamics. It was further found that the Newton's 2<sup>nd</sup> law violates the second law of thermodynamics. The purpose of this experiment was to explore the relationship between the forms of Newton's 2<sup>nd</sup> Law appropriate to linear motion and to apply torque to a twisting force, which is determined by position vector  $r$  and force vector  $F$ . Substituting equation  $\alpha$  in place of  $\beta$ , angular acceleration is a linear acceleration divided by radius  $r$  of the moment arm. The neurological analogy of Newton's 2<sup>nd</sup> Law states that these findings can contribute to a fuller understanding of thermodynamics in relation to viscosity. Implications for the pharmaceutical industry will be seen to be fruitful from these findings.

### ***Biography:***

Nicholas Jensen, BSc in Biology during May, 2001 at Southern Campus University. He has done MSc in Biological Applications in May, 2003 at University of London, Ontario He has done PhD in Pharmaceutical and biomedical technologies in June, 2008 at University of London, Ontario. He is now a Senior Lecturer , University of Southwest.

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