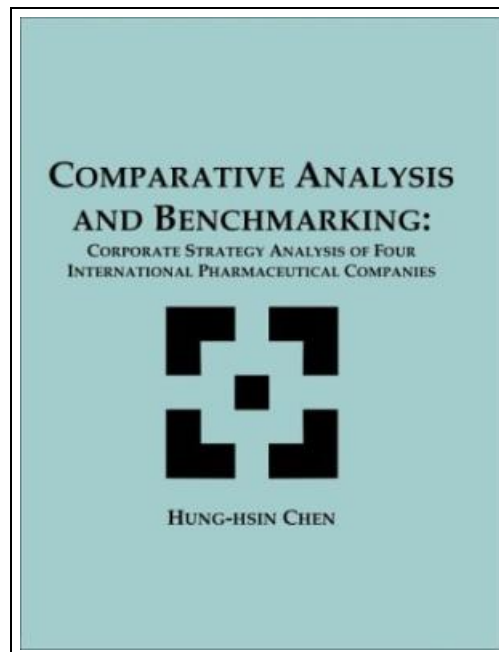


Comparative Analysis and Benchmarking: Corporate Strategy Analysis of Four International Pharmaceutical Companies



Filesize: 8.66 MB

Reviews

This is the very best publication we have read through right up until now. It is one of the most incredible book we have read through. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Miss Celia Volkman)

COMPARATIVE ANALYSIS AND BENCHMARKING: CORPORATE STRATEGY ANALYSIS OF FOUR INTERNATIONAL PHARMACEUTICAL COMPANIES



To get **Comparative Analysis and Benchmarking: Corporate Strategy Analysis of Four International Pharmaceutical Companies** PDF, make sure you click the hyperlink under and download the ebook or have access to other information that are in conjunction with **COMPARATIVE ANALYSIS AND BENCHMARKING: CORPORATE STRATEGY ANALYSIS OF FOUR INTERNATIONAL PHARMACEUTICAL COMPANIES** book.

DISSERTATION.COM, United States, 2003. Paperback. Book Condition: New. 246 x 189 mm. Language: English Brand New Book ***** Print on Demand *****.This research of corporate strategy analysis implements comparative analysis and benchmarking to analyse and examine the corporate strategy of the pharmaceutical sectors of 4 international pharmaceutical companies. This research adopts the hybrid approach of combining qualitative and quantitative methods in a two stages research design. Quantitative method is applied first to deal with the comparative figures, and then qualitative method is used to find out the problem. The design of this multiple research includes three phases: data collection, analysis, and reporting. The findings of this research can be divided into 4 parts: RD/marketing, technology alliances, strategic acquisitions and merger, and manufacturing. The drug innovative projects are recommended being developed within the company's familiar therapeutic areas in order to take its marketing advantage. Through this comparative analysis, some of this type of problems of these international pharmaceutical companies is identified. A big pharmaceutical company forming alliances with some small biotechnology companies has become a trend within pharmaceutical industry since 1980s. For pharmaceutical companies, to take advantage of RD through biotechnology is the main purpose of alliances with small biotechnology companies. It is important to note that most pharmaceutical acquisitions belong to the type of absorption with high resource transferring and low autonomy. Due to the high profit margin and the essential importance of RD and marketing, the operation management of manufacturing of pharmaceutical industry is relatively poor. The low asset utilisation rate pointed out this problem. Academic researches have revealed that existing theories of operation management of manufacturing, such as action research, set-up reduction, teamwork, continuous improvement, collaboration, and involvement, are applicable and beneficial to pharmaceutical industry rather than waiting for the technology breakthroughs.



[Read Comparative Analysis and Benchmarking: Corporate Strategy Analysis of Four International Pharmaceutical Companies Online](#)



[Download PDF Comparative Analysis and Benchmarking: Corporate Strategy Analysis of Four International Pharmaceutical Companies](#)

Other Kindle Books



[PDF] **Genuine the book spiritual growth of children picture books: let the children learn to say no the A Bofu (AboffM)(Chinese Edition)**

Follow the web link under to download "Genuine the book spiritual growth of children picture books: let the children learn to say no the A Bofu (AboffM)(Chinese Edition)" document.

[Download Book »](#)



[PDF] **Weebies Family Halloween Night English Language: English Language British Full Colour**

Follow the web link under to download "Weebies Family Halloween Night English Language: English Language British Full Colour" document.

[Download Book »](#)



[PDF] **Growing Up: From Baby to Adult High Beginning Book with Online Access**

Follow the web link under to download "Growing Up: From Baby to Adult High Beginning Book with Online Access" document.

[Download Book »](#)



[PDF] **Some of My Best Friends Are Books : Guiding Gifted Readers from Preschool to High School**

Follow the web link under to download "Some of My Best Friends Are Books : Guiding Gifted Readers from Preschool to High School" document.

[Download Book »](#)



[PDF] **Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities**

Follow the web link under to download "Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities" document.

[Download Book »](#)



[PDF] **The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program**

Follow the web link under to download "The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program" document.

[Download Book »](#)