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räumliche Logik hinter den Umstrukturierungsprozessen großer Pharma-Unternehmen - Praxisbezogene Analyse der Expansion von der Exportorientierung über die Multi-Nationalisierung bis hin zur globalen Integration von F&E und Produktion - Fundierte Dokumentation mit Tabellen, Karten, Stichwortregister, Personen- und Produktnamen Der Weg von Novartis ist das eindrucksvolle Beispiel einer erfolgreichen Globalisierungsstrategie. Die Erkenntnisse bieten allen, die an der pharmazeutischen Industrie interessiert sind, praktische Orientierungshilfen.

The Swiss pharmaceutical industry is world-famous, and of today's top five global pharmaceutical businesses, two are Swiss - Roche and Novartis. Novartis was created in 1996 from a merger between three other major companies, Ciba, Geigy and Sandoz (the merger was the biggest ever in business history worldwide up to that point), but despite being a relatively new name, it is rooted in over 150 years of history. Focusing on the emergence of Novartis, this authoritative book is also the fascinating story of how Switzerland's pharmaceutical industry grew out of early dye-production for textiles in the mid nineteenth century, scored major triumphs with the introduction of products such as DDT and Valium in the twentieth century, and developed into the far-reaching international healthcare providers of today.

This book, first published in 2007, offers a comparative analysis of the performance of the chemical industry in the age of the petrochemical revolution.

“Strategic International Management” takes a global perspective and covers the major aspects of international business strategies, the coordination of international companies and the particularities of international value chain activities and management functions. The book provides a thorough understanding of how Production & Sourcing, Research & Development, Marketing, Human Resource Management and Controlling have to be designed in an international company and what models are available to understand those activities in an international context. The book offers 20 lessons that provide a comprehensive overview of all key issues. Each lesson is accompanied by a case study from an international company to facilitate the understanding of all important factors involved in strategic international management.

Why has Switzerland - a tiny, land-locked country with few natural advantages - become so successful for so long at so many things? In banking, pharmaceuticals, machinery, even textiles, Swiss companies rank alongside the biggest and most powerful global competitors. How did they get there? How do they continue to refresh themselves? Does the Swiss 'Sonderfall' (special case) provide lessons others can learn and benefit from? Can the Swiss continue to perform in a hyper-competitive global economy? Swiss Made offers answers to these and many other questions about the country as it describes the origins, structures and characteristics of the most important Swiss companies. The authors suggest success is due to a large degree to sound entrepreneurial thinking and an openness to new ideas. And they venture a surprising forecast on the country's ability to keep pace in an age of globalisation.

Pharmaceutical giants have been doubling their investments in drug development, only to see new drug approvals to remain constant for the past decade. This book investigates and highlights a set of proactive strategies, aimed at generating sustainable competitive advantage for its protagonists based on value-generating business practices. We focus on three sources of pharmaceutical innovation: new management methods in the drug development pipeline, new technologies as enablers for cutting-edge R&D, and new forms of internationalisation, such as outside-in innovation in the early phases of R&D.

The global pharmaceutical industry is currently estimated to be worth \$1 trillion. Contributors chart the rise of scientific marketing within the industry from 1920-1980. This is the first comprehensive study into pharmaceutical marketing, demonstrating that many new techniques were actually developed in Europe before being exported to America.

'This well-edited volume should be on the shelf of every regional development agency library. Its seventeen chapters written by 31 predominantly academic contributors are divided into four coherent sections: the first on cluster and network modelling, the next on empirical analysis, a third on case studies, finishing with two chapters on policy analysis and strategies.' - Tony Jackson, Journal of Economic Development This book provides a state-of-the-art overview of spatial industrial clusters and inter-firm networks. Given the prevailing political belief that clusters can be a major vehicle for economic development and growth, it is important to have a sound understanding of clusters and how they emerge, grow, eventually stagnate and disappear. It is also vital to know when and how to apply policy measures to support cluster development in order to increase economic welfare. This book illuminates both the theoretical and empirical issues relating to clusters and inter-firm networks, and presents a number of interesting case studies from a variety of different countries.

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