

Bristol-Myers Squibb Co in Consumer Health (Cameroon)

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Abstracts

Bristol-Myers Squibb's strategy uniquely combines the reach and resources of a major pharma company with the entrepreneurial spirit and agility of a successful biotech company. The player is determined to keep introducing new medicines from its pipeline: the company is investigating Prostavac as an anti-cancer treatment. Its focus is on patients' needs, giving maximum priority to accelerating pipeline development, delivering sales growth and continuing to manage costs.

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Contents

Strategic Direction

Key Facts

Summary 1 Bristol-Myers Squibb Co: Key Facts

Summary 2 Bristol-Myers Squibb Co: Operational Indicators

Competitive Positioning

Summary 3 Bristol-Myers Squibb Co: Competitive Position 2016

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