

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 Prosvac 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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