

Novartis Farmaceutica SA in Consumer Health (Spain)

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Abstracts

Novartis Farmaceutica, as many other major pharmaceutical companies, suffered from the effects of the late payments by the government, along with the increasing switch to generic references. In this regard, Sandoz (its generics division) is expected to benefit over the forecast period. Recently the company signed a new deal with internet giant Google to develop “intelligent contact lenses” for diabetic patients. If successful, by 2017 Novartis could have a share of the US\$12 billion global...

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