

Bristol-Myers Squibb: Performance, Capabilities, Goals and Strategies in the Worldwide Pharmaceutical Market

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Date: August 2011

Pages: 88

Price: US\$ 1,520.00 (Single User License)

ID: B23E741E346EN

Abstracts

Global PDF: US\$ 3,900.00

A strategic assessment of Bristol-Myers Squibb, one of the world's leading pharmaceutical companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The report presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global pharmaceutical market.

Contains 88 pages and 20 tables.

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