

# Merck: Performance, Capabilities, Goals and Strategies in the Worldwide Pharmaceutical Market

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## Abstracts

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A strategic assessment of Merck, 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 99 pages and 8 tables

## Contents

### **I. EXECUTIVE SUMMARY**

### **II. BUSINESS ORGANIZATION**

### **III. SENIOR MANAGEMENT**

### **IV. FACILITIES AND EMPLOYEES**

### **V. TECHNOLOGICAL KNOW-HOW**

### **VI. PRODUCT PORTFOLIO**

### **VII. MARKETING TACTICS**

### **VIII. SALES AND PROFIT GROWTH**

### **IX. R&D EXPENDITURES AND MAJOR PROGRAMS**

### **X. COLLABORATIVE ARRANGEMENTS**

### **XI. STRATEGIC DIRECTION**

### **LIST OF TABLES**

Table 1: Merck Sales And Operating Profit Growth

Table 2: Merck Sales by Geographic Region

Table 3: Merck Sales Growth by Geographic Region

Table 4: Merck Sales by Therapeutic Category

Table 5: Merck Sales Growth by Therapeutic Category

Table 6: Merck Sales by Major Drug

Table 7: Merck Sales Growth by Major Drug

Table 8: Merck Sales by Major Drug and Geographic Region

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