

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

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Abstracts

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A strategic assessment of Novartis, 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 140 pages and 11 tables

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