



Strategische Handlungsoptionen für forschende Pharmaunternehmen (German Edition)

Christine Richter

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Akademische Arbeit aus dem Jahr 2007 im Fachbereich VWL - Gesundheitsökonomie, Note: 1,0, Universität Bayreuth, Sprache: Deutsch, Abstract: Diese Arbeit gibt einen Überblick über die wichtigsten Strategien forschender Pharmaunternehmen, um aktuellen Herausforderungen wirkungsvoll zu begegnen. Die Analyse der strategischen und operativen Antworten wird in drei Teilen vorgenommen: ausgewählte Unternehmensstrategien, produktbezogene Strategien bzw. spezielle Marketing-Modelle sowie patientenbezogene (kundenbezogene) Strategien.

Aus dem Inhalt:

Fokussierung auf Kernkompetenzen,

Fusion und Übernahme,

Strategische Maßnahmen vor und nach dem Ablauf des Patentschutzes,

Innovatives Beziehungsmarketing.



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