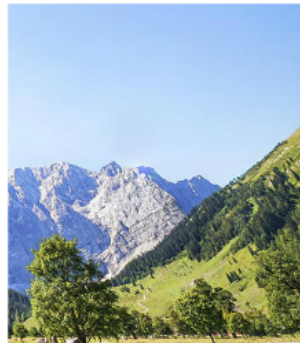
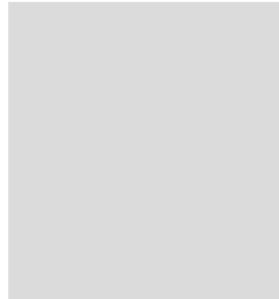


Strategy in the Twenty-first Century pharmaceutical Industry Harvard Case Solution & Analysis

Headline 1



Subtitle

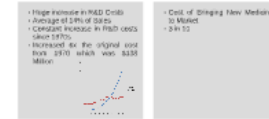


Headline 2



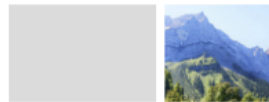
1980 VS 21 Century

Shift in Pharmaceutical Strategy & Attractiveness



Quotation 1

Headline 4

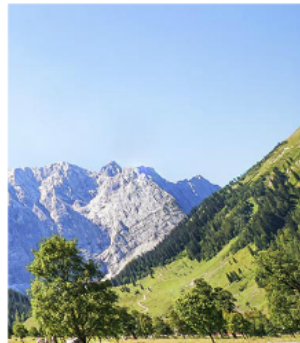


Headline 5

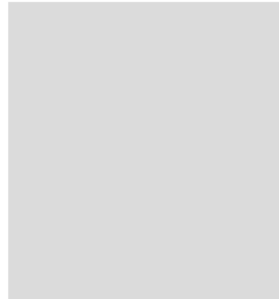


Strategy in the Twenty-first Century pharmaceutical Industry Harvard Case Solution & Analysis

Headline 1



Subtitle

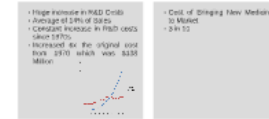


Headline 2

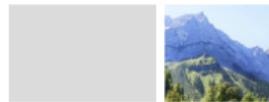


1980 VS 21 Century

Shift in Pharmaceutical Strategy & Attractiveness



Headline 4



Headline 5



Quotation 1



Strategy in the Twenty-first Century pharmaceutical Industry Harvard Case Solution & Analysis



Headline 1



Subtitle



Headline 2



1980 VS 21 Century

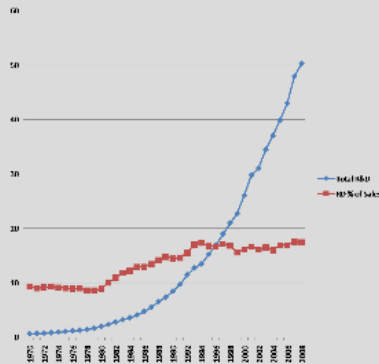
Headline 2



1980 VS 21 Century

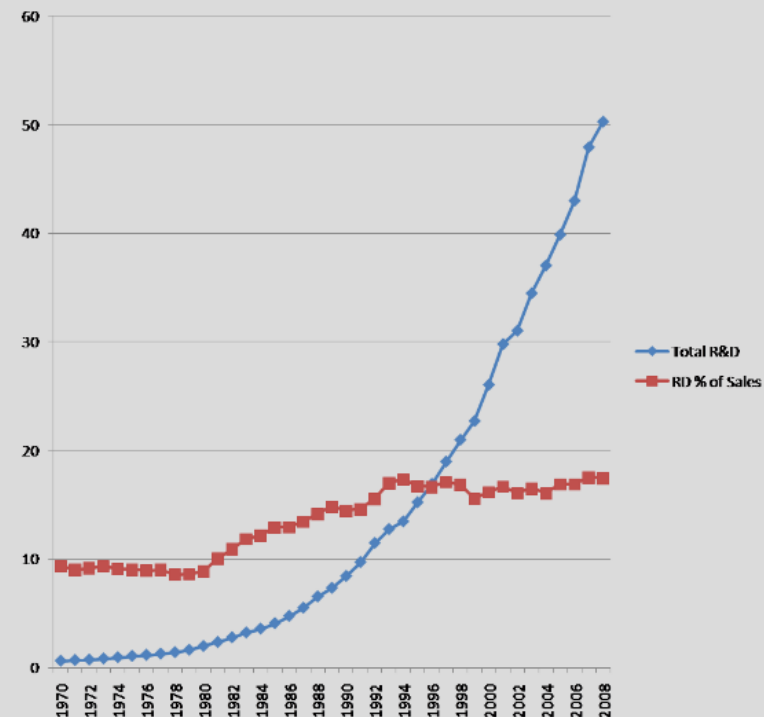
Shift in Pharmaceutical Strategy & Attractiveness

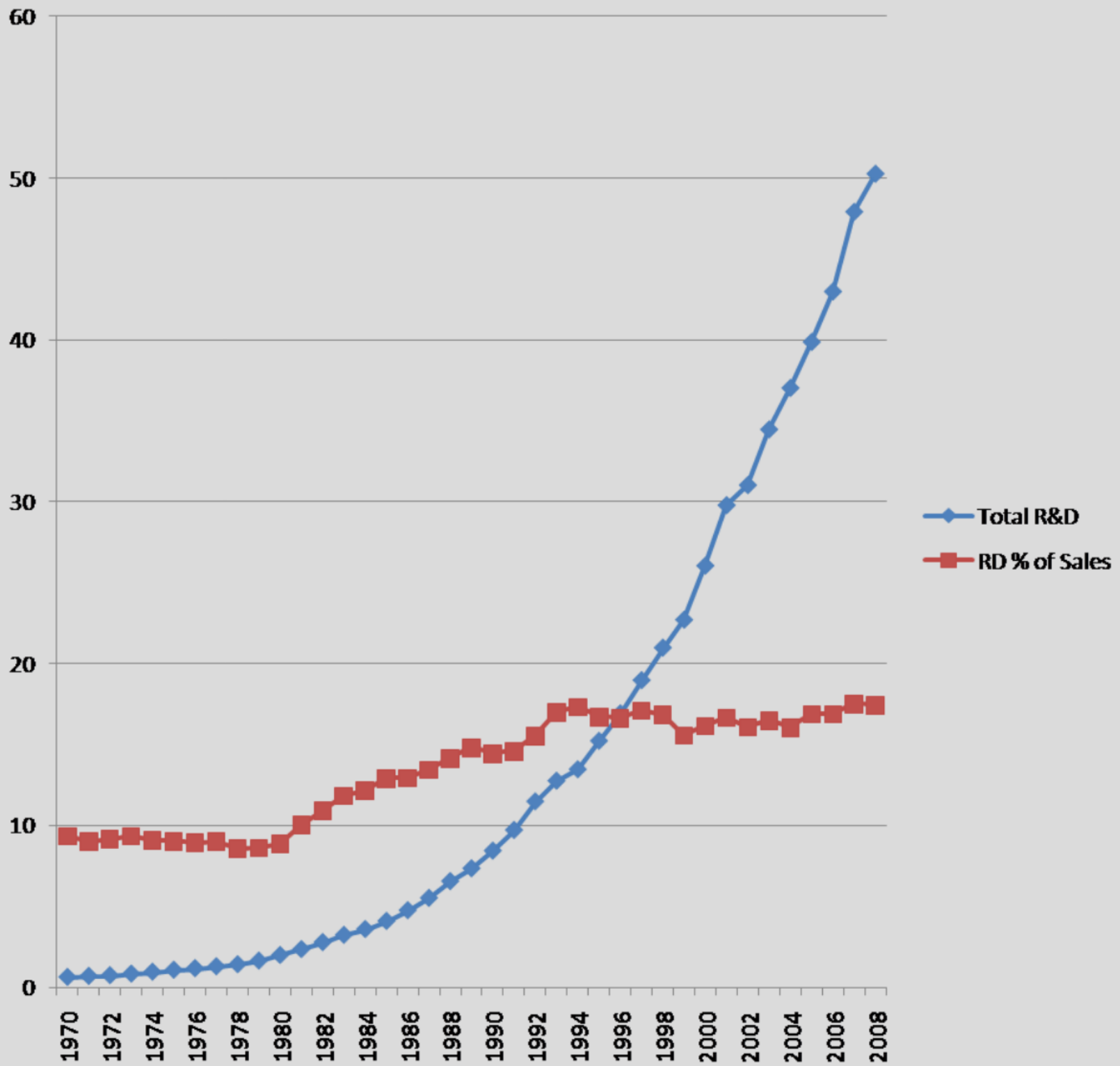
- Huge increase in R&D Costs
- Average of 14% of Sales
- Constant increase in R&D costs since 1970s
- Increased 6x the original cost from 1970 which was \$138 Million

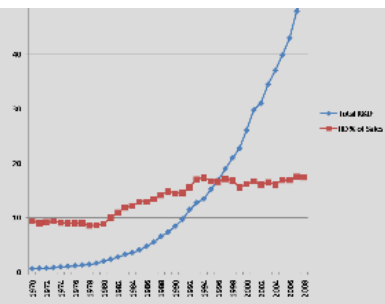


- Cost of Bringing New Medicine to Market
- 3 in 10

- Huge increase in R&D Costs
- Average of 14% of Sales
- Constant increase in R&D costs since 1970s
- Increased 6x the original cost from 1970 which was \$138 Million







Quotation 1