



Headline 1



Subtitle



980 VS 21 Century Shift in Pharmaceutical St	materia SP Attractiveness
Finge Indies in RAD Crists - Average of 17th of 5025 - Average of 17th of 5025 - Average of 17th of 5025 - Increased as The original cost - Increased as The original	Cest of Dringing New Medicine White: 124:52

Quotation 1	

Headline 4







Headline 1



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Quotation 1	

Headline 4



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



Subtitle

Headline 2



1980 VS 21 Century

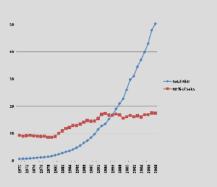
Headline 2



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

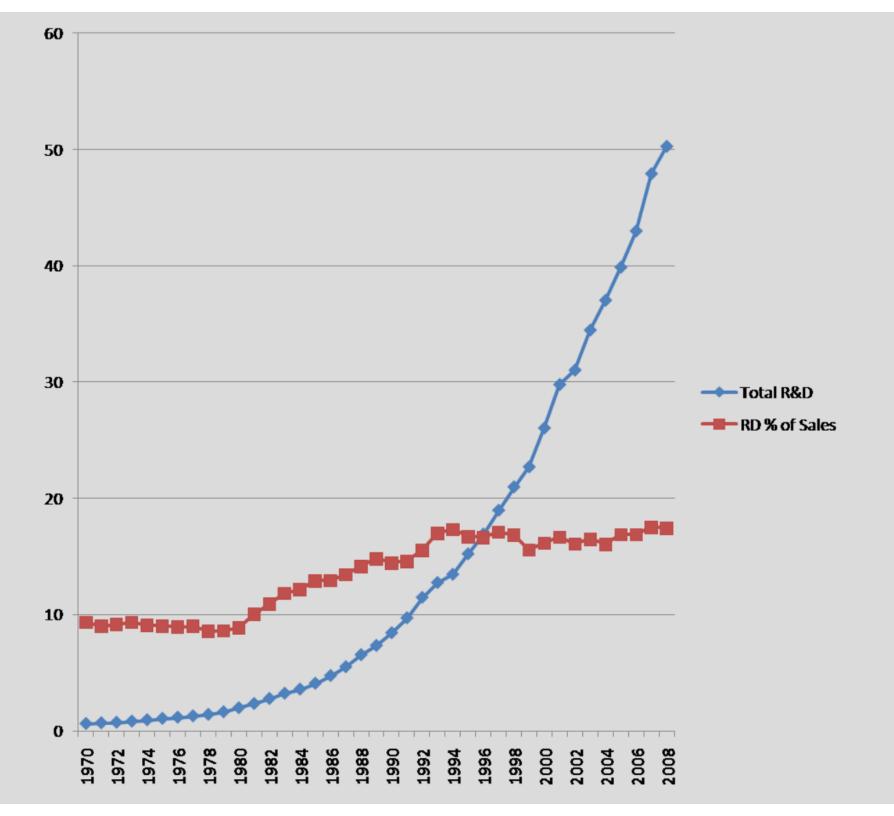


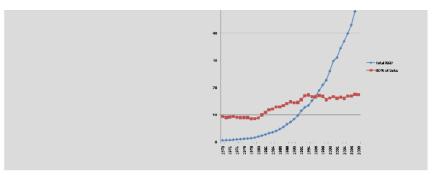
- Cost of Bringing New Medicine to Market
- 3 in 10

- 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

30 Total R&D RD % of Sales





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