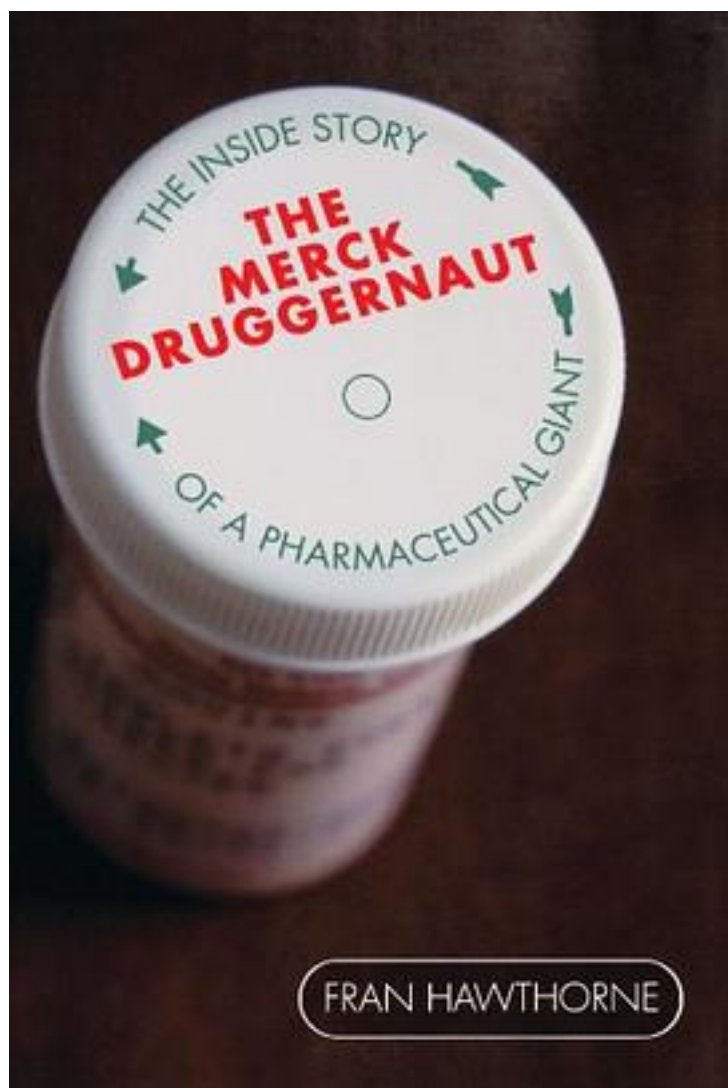


The Merck Druggernaut



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出版者:John Wiley & Sons Inc

出版时间:2005-2

装帧:Pap

isbn:9780471679066

An in-depth look at big pharma's flagship company The Merck Druggernaut takes readers inside Merck, the world's second most profitable drug company and maker of the world's bestselling drug, Prilosec. Consistently named one of Fortune magazine's Most Admired Companies, Merck struggles to maintain its reputation for being the most ethical of the big drug makers, refusing to slash research and development budgets in the face of declining profits, falling stock market prices, and questionable accounting. Author Fran Hawthorne, one of the leading journalists covering healthcare, has written an excellent examination of a business paragon with much-needed insight on the cutthroat world of pharmaceuticals. It's a story that will interest the business world as well as consumer and healthcare advocates by detailing the vital issues in medicine and healthcare today. More than just a compelling story of success in a difficult industry, more than simply the biography of one of big business's most recognizable names, The Merck Druggernaut takes a thoughtful look at some of the major issues of our time and the way those issues intertwine with the world of business. Fran Hawthorne (New York, NY) is the Assistant Managing Editor at Crain's New York Business. She has been covering business for more than twenty years for such publications as Fortune, BusinessWeek, and Institutional Investor, with a prevailing interest in healthcare and pharmaceuticals. At Crain's, she spearheads the publication of two to three special healthcare issues per year.

作者介绍:

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书评

翻译的特别差特别差，可惜没有英文原版的，有的话一定看，这个翻译怎么搞的，我很无奈，看的时候，觉得很不合逻辑，中文的内容，英文的语序与逻辑方式，诶，非常纠结，翻译还是专业的好呀~关于一个制药企业的成长，在良心与利润之间的挣扎，是中国制药企业正在面临的，中国人好...

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