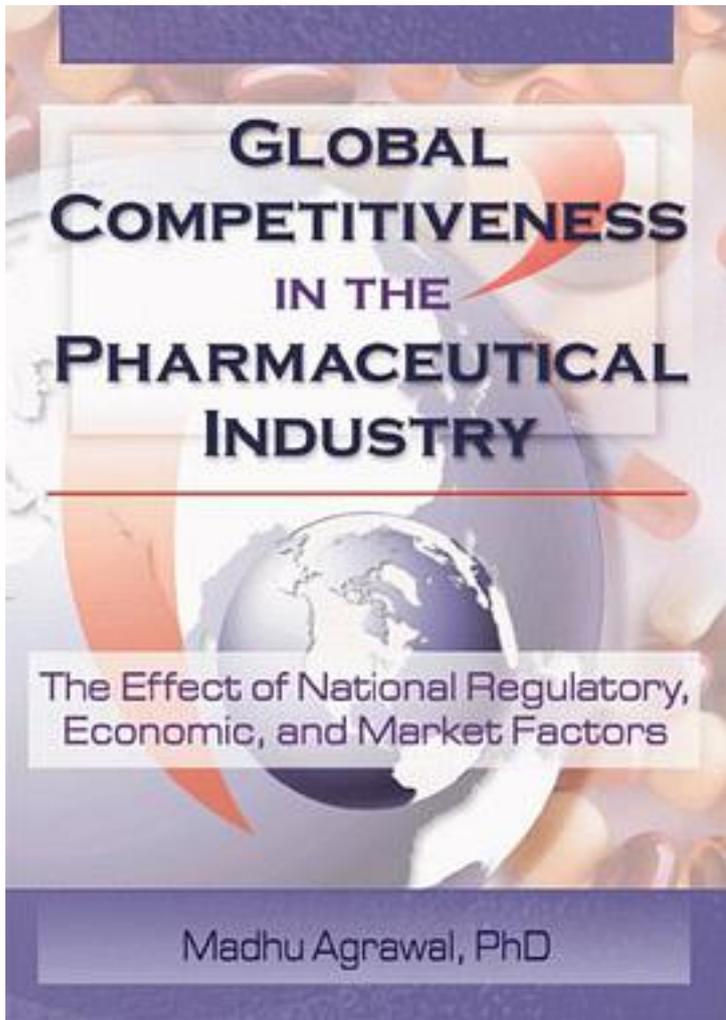


Global Competitiveness in the Pharmaceutical Industry



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Examine the global pharmaceutical industry and the effect of national, regulatory, economic, and market environments on the competitiveness of the industry! This unique book is the only empirical study that examines the effects of the national environment on the competitiveness of a country's pharmaceutical industry. This informative book explores such topics as the types of comparative advantages that firms use for developing competitive advantages and what strategic choices firms should make when collaborating with international firms. Public policy implications with respect to the economic environment are also discussed to give you a complete look at the international pharmaceutical industry. Global Competitiveness in the Pharmaceutical Industry recognizes pharmaceutical industries as being of great social and public importance to all countries, since so many life saving drugs have emerged from pharmaceutical laboratories over the past four decades. By helping to combat many fatal diseases and eradicate others, drug producers have helped to positively alter mortality patterns in many parts of the world, thus making companies compete to provide many important medicines. The unique research presented in this book examines the determinants of global competitive advantage in the pharmaceutical industry by answering such questions as: Which factors stimulate or inhibit a nation's pharmaceutical industry to be globally innovative Which factors stimulate or inhibit diffusion of pharmaceutical innovations (NECs) into its markets Are there differences between industrialized and developing countries with respect to factors that affect innovation and global competitiveness in the pharmaceutical industry Global Competitiveness in the Pharmaceutical Industry makes several theoretical, empirical, and methodological contributions which lead to results and generate important managerial and public policy implications. You will find a comprehensive overview of the nature of global competition in the pharmaceutical industry and its evolution in the post World War II period. Global Competitiveness in the Pharmaceutical Industry provides you with an in-depth understanding of the dynamics and importance of the global pharmaceutical market.

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