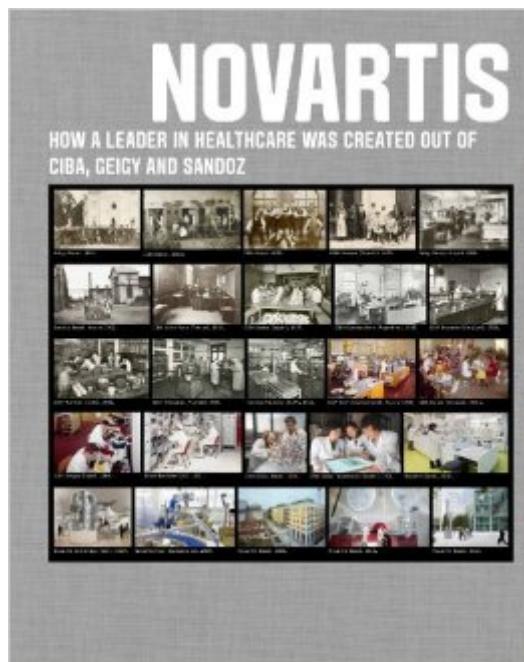


The book was found

Novartis: How A Leader In Healthcare Was Created Out Of Ciba, Geigy And Sandoz



Synopsis

The name Novartis is relatively new – and the 1996 merger that created it was the biggest merger in business history – but the company is rooted in 150 years of history. This is the story of how Switzerlandâ™s pharmaceutical industry developed and how a remarkable global business was created.

Book Information

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Average Customer Review: 4.0 out of 5 starsÂ See all reviewsÂ (1 customer review)

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Customer Reviews

Loved this book, historical context to how the company evolved interesting and great photos in the book.

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