

Mergers and Acquisitions in the Global Pharmaceutical Industry

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Mennen, Abayomi, Jian, Mead, Zhou : Mergers and Acquisitions in the Global Pharmaceutical Industry before purchasing it in order to gage whether or not it would be worth my time, and all praised Mergers and Acquisitions in the Global Pharmaceutical Industry:

Project Report from the year 2006 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 65 % - B, University of Sunderland, course: Global Corporate Strategy, language: English, abstract: Mergers and acquisitions are of major importance in the pharmaceutical industry. In order to evaluate the dynamics of this particular industry, this paper critically evaluates the pre- and post- merger situation of GlaxoSmithKline

concerning its ready-access to markets, know-how and management capability. Furthermore, strengths and weaknesses and mergers' outcomes will be outlined. Critical push and pull factors affecting MA activity in North America will be analysed, using Pfizer and Pharmacia as an example. In addition, general reasons for MA failure in the pharmaceutical industry will be illustrated focussing on the MA activity of GlaxoSmithKline. Finally, using two global pharmaceutical players (GSK and Astrazeneca), the merits and demerits of the McKinsey's five step programme will be discussed.