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STRATEGIC ASPECTS OF GLOBAL PHARMACEUTICAL INDUSTRY

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Abstract. Globalisation process has increased competition among pharmaceutical companies and caused a fierce fight for global market share and customers' loyalty. Nowadays, pharmaceutical industry faces new strategic challenges as a number of newly launched innovative blockbuster products is steadily decreasing despite heavy multi billion dollar investments in research and development. Intensive process of concentration is taking place in all there industry segments - originators, generic companies and specialists. Further consolidation of the industry on the global scale can be realistically forecasted as the competition for tomorrow will be predominantly among coalition of companies and stand-alone companies. Global pharmaceutical companies will cooperate and compete at the same time. Globalisation process will further spur mergers and acquisitions in the pharmaceutical industry and we will see even bigger pharmaceutical conglomerates and more oligopolisation in the future.

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