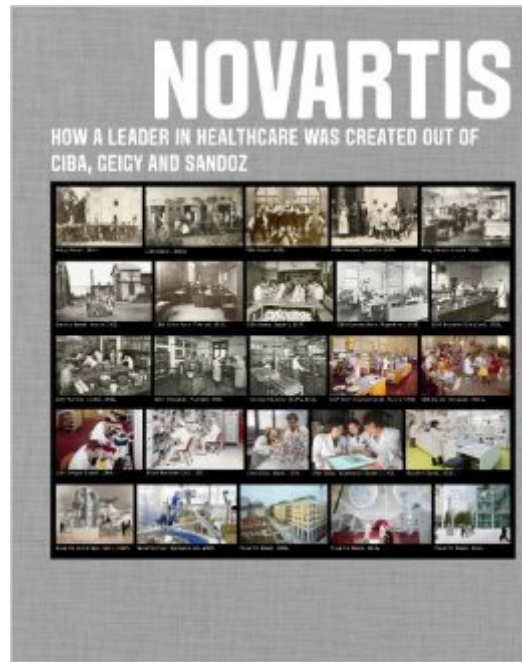


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# Novartis: How A Leader In Healthcare Was Created Out Of Ciba, Geigy And Sandoz



## Synopsis

The name Novartis is relatively new &#150; and the 1996 merger that created it was the biggest merger in business history &#150; 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

Hardcover: 208 pages

Publisher: Profile Books (April 15, 2014)

Language: English

ISBN-10: 1781252653

ISBN-13: 978-1781252659

Product Dimensions: 8.9 x 0.9 x 11.1 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 starsÂ Â 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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