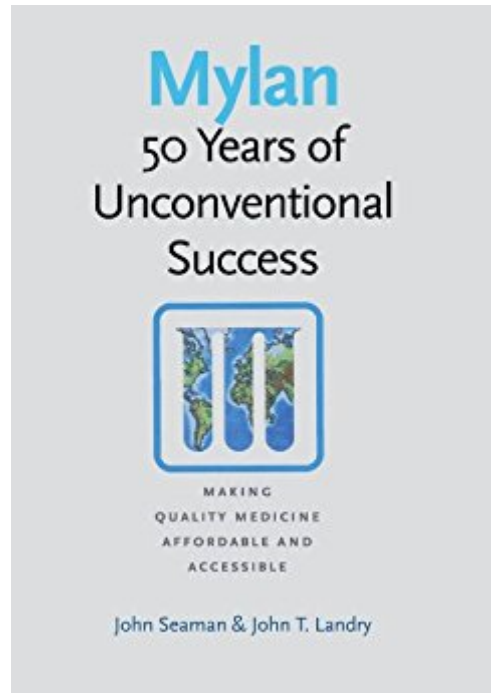




The book was found

Mylan



Synopsis

Founded in 1961 by two entrepreneurs who saw an opportunity to expand access to high-quality, affordable medicine, Mylan went on to help shape an entire industry. Countless barriers stood in the way, but Mylan's attention to quality-and its willingness to choose paths less traveled, even after its early successes-enabled the company to overcome these obstacles. As the industry globalized, so did Mylan. An American success story with deep roots in Morgantown, West Virginia, the company made two bold acquisitions that transformed it almost overnight into a manufacturing powerhouse with global reach and purpose. Published in Mylan's 50th anniversary year, this book explains how one unconventional company learned to survive and thrive in the highly regulated, hyper-competitive world of generic pharmaceuticals-and to make high-quality, affordable medicine available to people around the world. This book will appeal to everyone interested in how the generic drug industry developed in the United States and abroad. Entrepreneurs will appreciate this case study in following the market wherever it leads, even to a place quite different from the one intended. West Virginians will be fascinated by the development of Mylan, whose Morgantown plant remains one of the largest pharmaceutical plants in the world. At a time of concern about U.S. manufacturing, here is a striking American success story. --This text refers to an out of print or unavailable edition of this title.

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