



# Leading Pharmaceutical Innovation: Trends and Drivers for Growth in the Pharmaceutical Industry

*Oliver Gassmann, Gerrit Reepmeyer, Maximilian von Zedtwitz*

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Pharmaceutical giants have been doubling their investments in drug development, only to see new drug approvals to remain constant for the past decade. This book investigates and highlights a set of proactive strategies. The authors focus on three sources of pharmaceutical innovation: new management methods, new technologies, and new forms of internationalization. Their findings are illustrated in the case of the Swiss pharmaceutical industry, the leading exporter of pharmaceutical products in percentage of GDP, and some of its main pharmaceutical firms such as Novartis and Hoffmann-La Roche.

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