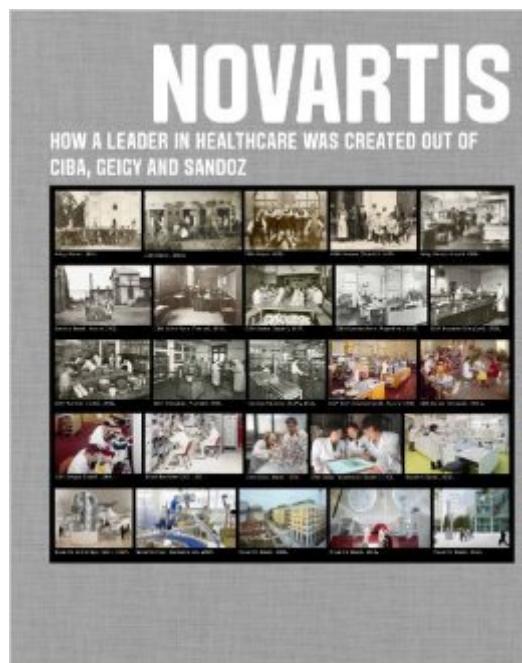


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# Novartis: How A Leader In Healthcare Was Created Out Of Ciba, Geigy And Sandoz



## 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

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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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