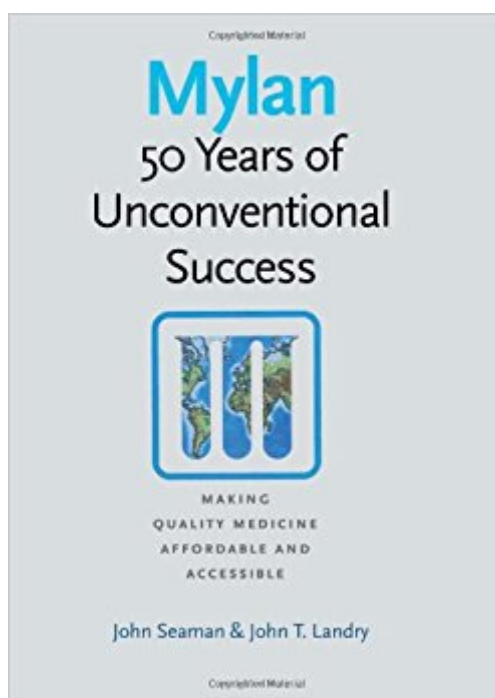


The book was found

Mylan: 50 Years Of Unconventional Success, Making Quality Medicine Affordable And Accessible



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.

Book Information

Hardcover: 184 pages

Publisher: Mylan Publishing (April 10, 2012)

Language: English

ISBN-10: 161168269X

ISBN-13: 978-1611682694

Product Dimensions: 9 x 6.3 x 0.8 inches

Shipping Weight: 1 pounds

Average Customer Review: Be the first to review this item

Best Sellers Rank: #2,835,363 in Books (See Top 100 in Books) #55 in [Books > Medical](#)

[Books > Pharmacology > Product Development](#) #2552 in [Books > Medical Books >](#)

[Pharmacology > Pharmacy](#) #19874 in [Books > Business & Money > Industries](#)

Customer Reviews

JOHN SEAMAN, a partner of The Winthrop Group, is a professional historian and writer. He is the author or coauthor of numerous books and articles, including the official history of a global management consulting firm and a biography of the British politician and diplomat James Bryce,

entitled A Citizen of the World. JOHN T. LANDRY, a senior consultant with The Winthrop Group, is a writer on management and business and a contributing editor for Harvard Business Review. He is the coauthor of From the Rivers: A History of the New England Electric System.

[Download to continue reading...](#)

Mylan: 50 Years of Unconventional Success, Making Quality Medicine Affordable and Accessible
Accessible Bathrooms Part 1 of the 4 Most Common Accessible Bathrooms in America (The Four Most Common Accessible Bathrooms and Ramps) Soap Making: 365 Days of Soap Making: 365 Soap Making Recipes for 365 Days (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, ... Making, Soap Making Supplies, Crafting) Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days The Ultimate Soap Making Guide: Unique Soap Making Recipes & Complete Soap Making Guide for Beginners (Soap Making at Home, Soapmaking Guide, Soap Making Recipes, Soap Making Book) Mylan Affordable Paradise: The Secrets of an Affordable Life in Hawaii Bug Out Vehicle: A Step-By-Step Guide On How To Build An Affordable and Quality Survival Vehicle To Evacuate Your Home In An Emergency Disaster Scenario An Unconventional Guide to Beaded Jewelry Making by CarlaGCeeda: An Introduction to Tools and Materials For Jewelry Making Making Church Accessible to All: Including Disabled People in Church Life Quality Improvement in Neonatal and Perinatal Medicine, An Issue of Clinics in Perinatology, 1e (The Clinics: Internal Medicine) Affordable Housing and Urban Redevelopment in the United States: Learning from Failure and Success (Urban Affairs Annual Reviews) The Outsiders: Eight Unconventional CEOs and Their Radically Rational Blueprint for Success Unconventional Success: A Fundamental Approach to Personal Investment The Renegade Writer: A Totally Unconventional Guide to Freelance Writing Success Quality Caring in Nursing and Health Systems: Implications for Clinicians, Educators, and Leaders, 2nd Edition (Duffy, Quality Caring in Nursing) Making Beautiful Deep-Sky Images: Astrophotography with Affordable Equipment and Software (The Patrick Moore Practical Astronomy Series) Quality Management for Organizational Excellence: Introduction to Total Quality (8th Edition) ISO 10005:2005, Quality management systems - Guidelines for quality plans Quality Through Collaboration: The Future of Rural Health (Quality Chasm)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)