

A Critical Analysis of Internationalization Strategies in the Pharmaceutical Industry

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Abstract: *The pharmaceutical industry has witnessed unprecedented growth and transformation over the past decades, fueled by globalization and technological advancements. As pharmaceutical companies seek to expand their reach across borders, the formulation and execution of effective internationalization strategies have become paramount. This paper presents a critical analysis of the internationalization strategies employed by pharmaceutical companies, focusing on the challenges, opportunities, and key factors influencing their success. Through a comprehensive review of literature, case studies, and industry trends, this paper aims to provide insights into the complexities of internationalization in the pharmaceutical sector.*

Keywords: Pharmaceutical Industry

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