



The Chemical and Pharmaceutical Industry in China

G. Festel, A. Kreimeyer, U. Oels, M. von Zedtwitz

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The Chinese market and Chinese companies are of increasing importance for the global chemical and pharmaceutical industry. The book starts with the characterization of the chemical and pharmaceutical industry in China. One central aspect is the political and economic situation in China with its strategic and operational implications for Western chemical and pharmaceutical companies. A major part of the book comprises case studies describing how Western companies like BASF, Bayer, Bicol, Ciba, Degussa, DSM and Novartis are managing the market entry and investments for further growth in China. The book also analyzes the threat to Western companies in their home markets from Chinese competitors.

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