Bristol-Myers Squibb Company - Strategy and SWOT Report

Description: Bristol-Myers Squibb Company - Strategy and SWOT Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

Features:
- Detailed information on Bristol-Myers Squibb Company required for business and competitor intelligence needs
- A study of the major internal and external factors affecting Bristol-Myers Squibb Company in the form of a SWOT analysis
- An in-depth view of the business model of Bristol-Myers Squibb Company including a breakdown and examination of key business segments
- Intelligence on Bristol-Myers Squibb Company’s mergers and acquisitions (M&A), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors
- News about Bristol-Myers Squibb Company, such as business expansion, restructuring, and contract wins
- Large number of easy-to-grasp charts and graphs that present important data and key trends

Highlights:
Bristol-Myers Squibb Company (BMS or ‘the company’) is a global biopharmaceutical company. BMS was formed by the merger of Bristol Myers and Squibb Pharmaceuticals in 1989, a move which at the time created the world's second largest drug company. The company operates in the Americas, Europe, Japan, Asia, Australia, the Middle East and Africa. BMS is headquartered in New York City, New York, and employed 28,000 people as of December 31, 2013.

Reasons to Purchase:
- Gain understanding of Bristol-Myers Squibb Company and the factors that influence its strategies
- Track strategic initiatives of the company and latest corporate news and actions
- Assess Bristol-Myers Squibb Company as a prospective partner, vendor or supplier
- Support sales activities by understanding your customers’ businesses better
- Stay up to date on Bristol-Myers Squibb Company's business structure, strategy and prospects

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