

The role of customers as resource: A 10-years case study of business strategy diversity of pharmaceutical companies in Indonesia

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=118377&lokasi=lokal>

Abstrak

this paper examines the customer' role during the process of formulation and implementation of business strategy of a company. The research was conducted in the pharmaceutical industry in Indonesia using case study in four ethical strategic business units in four companies i.e Kalbe,Indofarma,Merck and Otto.....