Universität St.Gallen
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The Synergistic Effect of Marketing and R&D on Shareholder Value

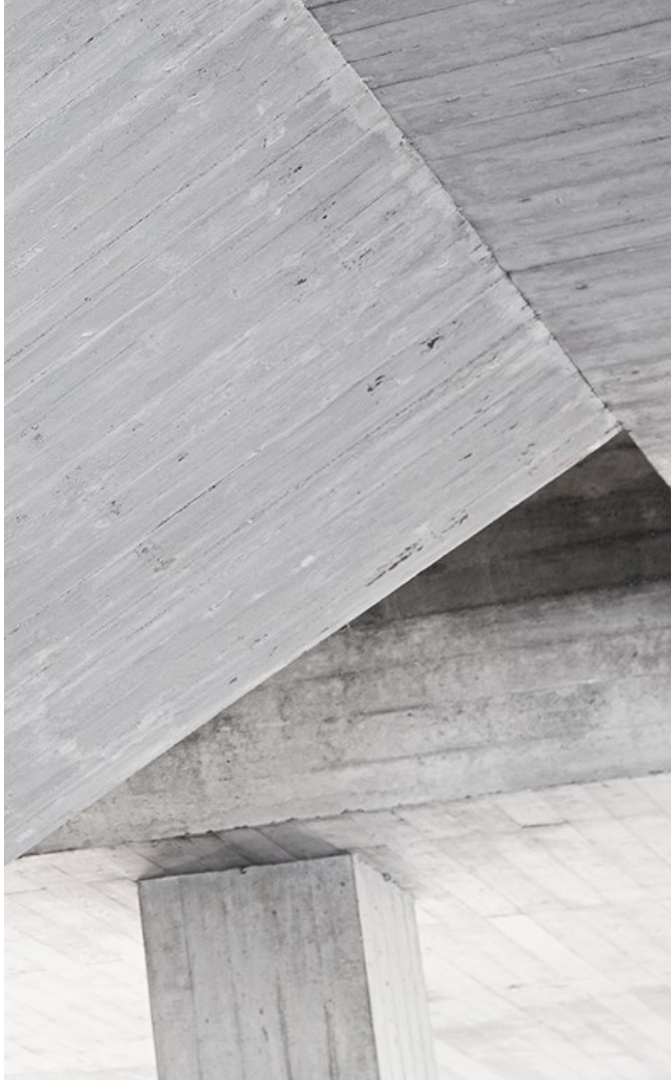
Empirical Evidence from Healthcare Firms

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From insight to impact.



Thank you for your attention!

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