Nothing succeeds like success. Top leadership must always be on their toes until they taste success for the organization. In case the current business strategies are not yielding good results, and that too despite the company having best corporate policies like hhc, compliance, providing access to medicine and the concept of affordable medicine, they must go for alternate strategies. Once success starts, it has cascading effect. Employees get charged and then they need not look back as one success will make the next possible. It is thus also recommended sales and marketing strategies must be revisited as soon as possible.

References:
5. Matthew, J., Grawich, & Barber, L. K., (2005), Are you Focusing both Employees and Organizational Outcomes. Organizational Health Initiative at Saint Louis University, pp 1-5.


22. Ahn, T A et al (1988). Efficiency characterizations in different DEA models Socio-
Economic Planning Sciences 22(6), 253-257.
inefficiencies in data envelopment analysis. Mgmt Sc. 30:1078-1092.
Physics Lab in Texas. Interfaces 16: 35-49.
25. Roland B E and Vassdal T. Estimation of Technical Efficiency by using DEA, with
relevance to fisheries By Norwegian College of Fishery Science, University of
Tromsø, N-9037 Tromso, Norway.
27. Mithun Chandra G, “Sector Momentum Update - Pharma,” Birla Sun Life, June 16,
2005.
29. MG Arun, “Druggists swallow phoren pills to open new vistas,” The Financial
Express, June 28, 2006.
31. Aaron Smith, “73 Generic drugs concoct their next move,” CNN Money, Feb. 9,
2007.
32. “In fiscal year 2006, OGD approved a record 510 ANDAs,” Pharmaceutical
Leadership effectiveness’, Journal of Leadership and Organizational Studies,
performance through staff satisfaction, Kogan page limited, U.K.
strategic thinking’, Journal of Leadership and Organizational Studies, Vol: 6 (2), Pg:1-
12.


64. Available: www.blessingwhite.com (November 15, 2008)
68. Coffman, C., and Gonzalez-Molina, G. (2002). Follow this Path: How the world’s greatest organizations drive
71. Perspectives, vol .15, Issue 1 The Segal Group, Inc.
86. Partington (2008), Research Strategies Overview, Cranfield School of Management, unpublished Teaching Material, UK.
100. Best, John W. and Kahn, J.V. (2007), Research in Education, New Delhi, Prentice Hall of India Private
107. Weiten W (2010), Psychology: Themes and Variations, Cengage Learning, USA, p 44.
110. Balance sheets of EPM and EIL from financial year 2009-10 to 2013-14