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15.912 Technology Strategy
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Alza & Ciba-Geigy:

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Part 1: The Negotiation

The setting

- Alza:
 - Dynamic, innovative and out of money
- Ciba Geigy
 - Larger, richer and – perhaps – needing access to Alza's technology

Key Terms

- ADDS
 - Oros and Transdermal systems
 - TTS Scopolamine, TTS Nitroglycerin
- Ciba-Geigy
 - Basel and Summit

1977: The Negotiation

- Step 1: Find two partners who work for the same company. Think through your negotiating strategy. What are your goals? How should any arrangement be structured?
- Step 2: Link up with a negotiating team from the other company. Negotiate. Come back prepared to discuss:
 - Your financial agreement (if any)
 - The organizational arrangements you propose to move forward

The Deal

- Read Advanced Drug Discovery (B)
- What do you think? What are the strengths and weaknesses of the arrangements between the two companies?
- Is there anything that you might have done differently?
- What will happen next?

1977-1979

- Ciba:
 - Read Advanced Drug Discovery (C) and Ciba (B)
- Alza
 - Read Advanced Drug Discovery (C)
- How has the relationship progressed? What is working? What is not?
- What would you recommend going forward?

1979-1981

- Ciba:
 - Read Advanced Drug Discovery (D) and Ciba (C)
- Alza
 - Read Advanced Drug Discovery (D) and Alza (B)
- How has the relationship progressed? What is working? What is not?
- What would you recommend going forward?