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## ETHICAL BRANDING AND MARKETING (ROUTLEDGE ADVANCES IN MANAGEMENT AND BUSIN...)

strategy, Bayer AG was able to be a good and ethical corporate citizen, placate the regulatory environment, impede entry for competitors, and enable the US government to provide the public with life-saving medicines.

The company that was built on Aspirin came back from the brink of economic disaster in 1900 with the brand known as the “drug of the century”—Bayer Aspirin. Almost 100 years to the day, Bayer AG came back from the brink of economic disaster with the Cipro brand based on timing, the right product, targeted strategies, public relations bonanza, and the strongest tagline in its branding history: “In Cipro we trust.”

### Check Your Understanding

#### ***National Pharmaceutical Stockpile (NPS)***

***National Pharmaceutical Stockpile:*** Bioterrorism defense program created by the Center for Diseases Control (CDC) to maintain a national repository of life-saving pharmaceuticals and medical supplies that can be delivered to communities in the event of a biological or chemical terrorist attack or an event involving mass casualties.

### Discussion Questions

- 1 Imagine you work for US government during the anthrax crisis. Develop for your boss, both talking points for why and why not to override the Cipro patent.
- 2 Assume you are the vice President of Marketing at Bayer AG. Produce a memorandum for top management outlining critical issues facing Bayer AG and Bayer Corporation's marketing environment.



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