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## TEVA "Run... At Least Twice As Fast"

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In 2016 Teva learned, the hard way, what Lewis Carrol had marvelously described in his novella, *Through the Looking Glass*:

*“Well, in our country,” said Alice, still panting a little, “you’d generally get to somewhere else - if you run very fast for a long time, as we’ve been doing.”*

*“A slow sort of country!” said the Queen. “Now, here, you see, it takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!”*

Teva Pharmaceutical Industries, the "[largest generic drug manufacturer in the world](#)", makes **50% of its profit** from **Copaxone**, a patented drug. Now the patent is about to expire.

Today it is Erez Vigodman, Teva's President and CEO, who resigned. Paying the price for years of mismanaging the crisis that was sure to come. Is it Erez's fault? Sure! But where was the Board in the last 10 years?

Teva is not the only company that is enjoying today the fruits of the past while failing to get ready for future challenges in an ever-changing world.

Just a thought.



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