

simulation 1-428-585
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Leadership Crisis Challenge: Pharmeck

The best leaders make a high percentage of good calls (whom to hire, what strategy to implement, or how to handle a crisis) at times when it counts the most.

Noel M. Tichy and Warren G. Bennis
“Making Judgment Calls: The Ultimate Act of Leadership” in Harvard Business Review

You and your team are executives at Pharmeck, a pharmaceutical company with \$6.5 billion dollars in revenue. You have just received news that an Indian subsidiary of your firm, Gentap, might be linked to mercury contamination in India. The documents that are included in this package will help you analyze and manage this crisis.

Enclosed Documents

- Pharmeck Company Profile
- Associated Press Breaking News
- Memorandum from Pharmeck CEO
- Organizations Expected to Attend the Press Conference
- NGO Descriptions
- Maladone Pricing Sheet
- Pharmeck Financials
- Mercury in the Environment