*Read the case study Merck & Co., Inc and answer the following questions:*

*What does the structure of the pharmaceutical industry look like according to Porter’s five forces? Is it an attractive industry? Why or why not?*

*Looking at Merck’s strengths, weaknesses, opportunities, and threats, determine if Merck can gain and sustain a competitive advantage in the pharmaceutical industry. Why or why not?*

*Analyze Merck’s innovation strategy; does it need fixing? Why or why not?*

*Can open innovation help Merck meet the needs of its customers in creative and cost-effective ways that also bring value to its shareholders? Why or why not?*