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?