

Adnike case questions

1. How can Deepak build trust with people in a culturally different environment from that in which he previously operated?
2. What can Deepak do to build the business growth story for AdNike in China?
3. How will Deepak capitalize on the recent government directive for the top 20 diseases for which AdNike has two disease states in which to participate?
4. How can Deepak convince the board of AdNike's commitment to integrity and ethical best practices as he delivers the business results?
5. Provide a recommendation on AdNike's strategy. Should AdNike continue to make the capital investments that will be needed to support business growth with a lag of two to four years?