

## **REPUTATION AS A COMPETITIVE ADVANTAGE IN INTERNATIONAL MARKET ENTRY IN THE PHARMACEUTICAL**

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### **ABSTRACT**

The present research attempts to analyze from a theoretical and methodological view of the competitive advantage that companies have to use the reputation as a generating tool of market value and this is a difficult intangible factor to imitate that facilitates the company to enter international markets. The largest pharmaceutical companies in the world and Mexico will be studied, from its inception and its market value. Finally it is concluded that the pharmaceutical industry has been characterized as one of the most difficult markets to enter for their high entry barriers and reputational capital.

**KEYWORDS:** Reputation, Pharmaceutical Industry, Internationalization