

## **Mylan's Epi-cal Breach at the Top**

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### **ABSTRACT**

The senior leadership of an organization establishes the corporate culture, core values and principles that guide the decision-making process of the business. The CEO and Board of Trustees at a major US pharmaceutical company may have established a tone at the top through their actions that have encouraged the company to take several controversial, even unethical actions. This case will describe the CEO and individual board activities, and ask students to determine appropriate checks and balances the company may have taken in relation to these situations. Students will also evaluate how the company's action or inaction, to these challenges may have been influenced by the corporate culture. Finally, students will be asked to weigh in on how the corporate culture and the leadership impacted the company's recent actions related to the marketing of their products, and their internal and external stakeholders.