**Timeline and Major Events**



Starting in 1886, they wouldnt gain fame until 1959



Pioneered first commercial aid kits, designed to help railroad workers treat injuries



1894 - JnJ started a 'heritage baby business' selling maternity kits, to make childbirth safer for each party.



1949 - Would have a subsidiary, Ethicon who encapsulated majority of the surgical sutures market



1959 - Acquired McNeil Laboratories and Cilag Chemie, AG (an EU company)



 McNeil would eventually develop the first perscription apirin-free pain reliever, Tylenol 1961 - Belgium's Janssen Pharmaceutica N.V. joins JnJ



notable products: Risperdal, Immodium, and Reminyl

1976-1989 - James E. burke was chairman and CEO of JnJ



1990s - Ethicon's Endo Surgery pioneered minimally invasive surgeries



1994 - JnJ develops the coronary stent, Palmaz-Schatz stent,



helped cariology, since they help keep bessels open for blood flow to the heart



Cordis COrporation (sub-company to help ppl with cardiovascular disease)- created drug-eluting stent, preventing arteries from reclogging

2002 - William C. Weldon becomes the chairman and CEO of JnJ



2006 - JnJ acquires Pfizer COnsumer Healthcare



included brands like nicorette and listerine



2017 - Largest acquisition so far, winning Actelion, a Swiss biotech company



 products including, bosentan, macitentan, and uptravi, all helping with pulmonary arterial hypertension 2020 - 6.5b deal to acquire Momenta, adding medicine for the inflammatory disease nipocllimab 2021 - vaccine was beat out by AstraZeneca and Pfizer, based on approval timing and its lower efficacy



Nov 2021 - JnJ announced split into two publicly tgraded companies - for consumers products and pharmaceuticals



**Constroversies** (of which many are still incomplete) - Tylenol Recall

* Risperdal lawsuit in 1994 and 2019
* Opioids Crisis
* Talc products could contain small amounts of asbestos, leading to cancer \* Targetting minority communities \* Many pending lawsuits



**Resources**



**General**

* [Investopedia](https://www.investopedia.com/stock-analysis/042114/how-johnson-johnson-became-household-name-jnj-pfe.aspx#citation-20)
* [Wikipedia](https://en.wikipedia.org/wiki/Johnson_%2526_Johnson#1961:_Janssen_Pharmaceuticals)
* [JnJ Official Website](https://www.jnj.com/)
* [JnJ Twitter](https://twitter.com/jnjnews)
* [Statista JnJ](https://www.statista.com/topics/1259/baby-care-market/#dossierContents__outerWrapper)
* [WSJ: JnJ Financials](https://www.wsj.com/market-data/quotes/JNJ/financials)
* [JnJ 2020 Annual Report](https://www.investor.jnj.com/annual-meeting-materials/2020-annual-report)

**From JnJ**

* [Credo/Mission Statement](https://www.jnj.com/credo/)
* [Johnson's Baby](https://www.johnsonsbaby.com/)

**Plans to Split**

* [WSJ](https://www.wsj.com/articles/johnson-johnson-plans-to-split-into-two-public-companies-11636715700)
* [Reuters](https://www.reuters.com/business/healthcare-pharmaceuticals/johnson-johnson-plans-split-into-two-companies-wsj-2021-11-12/)
* [WSJ JnJ Split - Whats happens to my Stock](https://www.wsj.com/articles/johnson-johnson-is-becoming-two-companies-what-happens-to-my-stock-11636745595?page=1)
* [12/6/21 WSJ JnJ Untangling Finances](https://www.wsj.com/articles/johnson-johnson-prepares-to-untangle-finances-ahead-of-planned-split-11638786602?page=1)

**Timelines**

* [Bloomberg Timeline of MajorEvents](https://www.bloomberg.com/news/articles/2021-11-12/johnson-johnson-jnj-timeline-of-major-events-in-tylenol-maker-s-history)

**Other**

* [Marketing Strategy for JnJ](https://www.marketing91.com/marketing-strategy-of-johnson-and-johnson/)
* [JnJ Tylenol Case Study](https://www.ou.edu/deptcomm/dodjcc/groups/02C2/Johnson%20&%20Johnson.htm)
* [Random Charts](https://www.barchart.com/stocks/quotes/JNJ/competitors?orderBy=weightedAlpha&orderDir=desc)
* [Marketing Case Study](https://www.ukessays.com/essays/marketing/case-study-johnson-johnson-marketing-essay.php)

**Baby Powder Specific**

* [2/22/21 Reuters Lawsuit](https://www.reuters.com/business/johnson-johnson-sets-aside-almost-4-bln-talc-verdict-filing-shows-2021-02-23/)
* [07/28/21 Reuters Lawsuit](https://www.reuters.com/business/healthcare-pharmaceuticals/us-house-subcommittee-asks-jj-info-baby-powder-bankruptcy-plans-letter-2021-07-28/)
* [11/12/21 Reuters Lawsuit](https://www.reuters.com/business/healthcare-pharmaceuticals/jjs-legal-strategy-baby-powder-talc-liability-2021-11-12/)
* [02/25/22 WSJ JnJ wins court battle in larger case](https://www.wsj.com/articles/judge-backs-j-j-talc-bankruptcy-keeping-cancer-lawsuits-frozen-11645804448?page=1)
* [02/25/22 NPR JnJ wins court battle in larger case](https://www.npr.org/2022/02/25/1083061992/johnson-johnson-wins-court-battle-bankruptcy-baby-powder)
* [02/21/19 FT JnJ initial subpoena](https://www.ft.com/content/1426a200-35e9-11e9-bd3a-8b2a211d90d5)
* [02/08/22 WSJ Companies using Bankruptcy to Avoid Cancer Trials](https://www.wsj.com/articles/profitable-companies-enlist-bankruptcy-courts-to-sidestep-cancer-trials-11644319800?page=1)
* [10/18/19 FT JnJ](https://www.ft.com/content/03e99cd6-f1a9-11e9-ad1e-4367d8281195)

**Sentiment and Social Empowerment**

* [First Female Scientist JnJ hired](https://www.jnj.com/our-heritage/meet-the-first-female-scientist-johnson-johnson-ever-hired)

**Competitors**

* **Pfizer**
* **Proctor & Gamble**
* **Merck**
* Bristol Myers Squibb
* Unilever
* Novartis
* Glaxo
* Bayer - Bristol Myers Squib

**Other Notes**



In business 130+ years and employs over 130,000 individuals



Operations in 60 different countries



Operates three divisions pharmaceutical, medical devices, and consumer products.



One of JnJ's key strategies incorporate acquisitions.



A lot of JnJ's biggest innovations, are from its subsidiaries and acquisitions. Branches formed from within the company, not including Jennson, just



arent as notable/exceptional

495 Subsidiariies



One of the only two US based companies with credit rating of AAA, which is higher than the US gov



Their marketing caters to consumers' emotions and sensibilities. For instance, marketing for Neutrogina empowers women



The brand includes:



Band-Aid



Aveeno



Stayfree



Bengay



Tylenol



Clean and Clear



Neutrogena



Stayfree



Acuvue



Pharmaceutical Arm: Janssen Pharmaceuticals

