W3,dq-4

Merck: Conflict and Change Merck: Conflict and Change In order to ensure constant implementation of the changes introduced by the Merck CEO, Gilmartin, a number of strategies should be adapted (Gilbert & Sarkar, 2005). Merck should ensure that clients get from every staff member efficient, clear, and courteous care, which is offered in a way well-matched with their cultural health values and practices, as well as the preferred language. Merck should make sure that staffs at every level and across every discipline receive continuing education and training in linguistically and culturally suitable service delivery (Gilbert & Sarkar, 2005). Scientific development is the cumulative growth of a knowledge system over time where useful elements are retained, and non-useful elements are deserted rooted in the verification or rejection of testable knowledge (Zwick & Cayla, 2011). Cultural progress is inextricably connected to both technological and scientific progress. Culture naturally concerns much more than just science and technology, but for Merck to be progressive, it has to meet the above explanation of cumulative growth through thanking the past (Zwick & Cayla, 2011). In science, useful elements are retained, and non-useful elements are discarded through the verification or dismissal of testable knowledge. Merck, therefore, should consider that scientific methods, in this way, are created to be progressive (Gilbert & Sarkar, 2005). In technology, on the other hand, useful elements are preserved and non-useful elements are discarded rooted in the market's rejection or approval of the technologies. The market for science is mainly the community of scientists, but for technology, the market is mainly Merck's stuff. In order for Merck to be successful, they need to endorse science and technology to the core to avoid such wrangles (Zwick & Cayla, 2011). Above all, the corporation is built on a firm scientific-led

culture; therefore, they should work to ensure that this objective is lived.

References

Gilbert, C. G., & Sarkar, R. G. (2005). Conflict management. Boston, MA:

Harvard Business School.

Zwick, D., & Cayla, J. (2011). Inside marketing: practices, ideologies, devices.

New York: Oxford University Press.