

Johnson and Johnson crisis essay



**ASSIGN
BUSTER**

Johnson & Johnson Dongwook Jin English 209 Professor Mark Lawhorn 30 April,

2013 Table of Contents Executive Summary.....

.....

....

.....

....

..... ii Introduction.....

..... 1 Purpose.....

.....

.....

....

....

.....

1 Scope.....

.....

.....

....

.....

....

..

5Conclusion.....

.....

6Work Cited.....

8Executive Summary
Acquiring confidence from the mass of people is the way for a company to be competitive in market, Therefore, this is really crucial issue; but hard to accomplish for a company.

Particularly, it is certain that to regain confidence from the masses is definitely thorny if they have been damaged by a company or a product of company. However, there is the company, Johnson & Johnson which succeed to re-secure confidence from the public. The company Johnson & Johnson suffered a huge crisis which can make people think the company untrustworthy. There was Tylenol toxic chemicals murders in 1982. Because of toxic Tylenol, seven residents in Chicago who took Tylenol died suddenly.

Just after the incident broke out, the market share of Tylenol was declined from 35% to 6. 5% and stock price was collapsed from \$35 to \$8. The worst fact was that the company lost confidence from people. However, the real reason why people died was revealed after..

.