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adidas de Mexico SA de CV in Apparel and Footwear (Mexico)

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Date: May 2015
Pages: 3
Price: US$ 572.00 (Single User License)
ID: ADD238C62BBEN

Abstracts

adidas's marketing strategy is to maintain and improve its leading position as the most important supplier of sportswear in Mexico. The company has gained important brand awareness amongst Mexican consumers by sponsoring several football teams, which include the national team, Club Chivas, one of the most popular teams in the country, and Tigres de Monterrey.

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