

Bayer Pharma doo in Consumer Health (Bosnia-Herzegovina)

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Abstracts

Bayer Pharma is a pioneer in terms of exploring the potential of advertising and branding in consumer health in Bosnia-Herzegovina. The effectiveness of its execution of these activities sets it apart from the competition and boosted it to the top of consumer health. Bayer Pharma will likely continue to invest in its brands, putting consumers before healthcare professionals – doctors and pharmacists.

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