

Beiersdorf AG in Beauty and Personal Care (Germany)

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Abstracts

With Beiersdorf AG being a large globally active company and Germany being one of its core markets, its local strategy is strongly intertwined with the international plans and goals of the entire organisation. As already started in 2012, Beiersdorf will continue to focus on skin care, concentrating on the following four main activities: The strengthening and enhancement of the company's brands and their positioning, the increase of the company's presence in growth markets and areas, the.

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