

British American Tobacco Italia SpA in Tobacco (Italy)

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Abstracts

British American Tobacco would like to be considered as a point of reference in Italy within tobacco. The company is focusing on its international brands in order to ensure sustained growth. Examples of these brands include Pall Mall, Lucky Strike, MS, Dunhill and Rothmans. Another of the company's objectives is to create value for the sustainability of the business in economic, social and environmental terms. The company has introduced additional products across the various price bands in cigar...

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