

British American Tobacco Japan Ltd in Tobacco (Japan)

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Abstracts

British American Tobacco Japan is aiming to become parent company, British American Tobacco's chief generator of global new product development and is expected to receive considerable investment and support for research and development. As well as focusing on areas such as filter innovation and new flavours in cigarettes, the company will have a key role to play in the development of British American Tobacco's "Next Generation Products", which include "Vapour Products like e-cigarettes and Tobac...

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