

British American Tobacco Middle East & North Africa in Tobacco (United Arab Emirates)

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Date: August 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

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Abstracts

British American Tobacco (BAT) is looking to strengthen its position in the United Arab Emirates and the Middle East region as a whole through organic growth and product innovation. Its recent launches indicate that its future strategy will be focused on introducing differentiated products in various price segments.

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