

Church & Dwight Co Inc in Home Care (USA)

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Abstracts

In 2012 and beyond, the company plans to continue to focus on its 10 key areas (such as recession-resistant product portfolio and building power brands) that contribute to its Total Shareholder Returns. The company expects to focus on its organic sales growth, while maintaining its strong marketing spending (including continued strong marketing support of its power brands) and tight management of overhead costs. There are plans to launch a pipeline of new premium variants of its power brands in...

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