

Deutsche Sinalco GmbH Markengetr?nke & Co KG in Soft Drinks (Germany)

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Abstracts

Deutsche Sinalco is believed to be focusing less on product development and more on marketing in order to revive its old-fashioned image. The company is thus very active in online marketing and social media. It is also expected to regularly launch new commercials and continue its sponsorship of sporting events. With regard to its products, the company is likely to remain a follower in the soft drinks market.

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