

Dyson Ltd in Consumer Appliances (United Kingdom)

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Abstracts

Dyson Ltd is expected to maintain its leading position within vacuum cleaners in the UK. The company will invest further in research and development in order to lead the industry in terms of innovation. Dyson increased its head count by 100 more engineers in 2013 to design new generations of Dyson products. The trend towards “cocooning” will help the company to enjoy consumer demand for high added-value products. Additionally, Dyson will carry on breaking into cooling fans thanks to greater...

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