

Faber-Castell AG in Luxury Goods (Germany)

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Abstracts

Faber-Castell AG as manufacturer of a wide range of different products in writing instruments and stationery, including products at the luxury end of the price range, has a long tradition and an excellent reputation among its target group. As far as the luxury-related operations are concerned, these are seen as one of the two growth areas for the company and accordingly will continue to be in the focus of research and development as well as marketing and sales activities. The other area of...

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