

# GlaxoSmithKline GmbH & Co KG in Consumer Health (Germany)

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## Abstracts

Being a (comparatively small) part of a multinational, GlaxoSmithKline GmbH & Co KG as a German subsidiary is involved in research and development work in its three core product divisions: prescription medication, vaccination and consumer health. Its main focus in consumer health in Germany, however, due to the premium positioning of the products will remain on marketing and sales activities which are intended to explain the higher value offering to the consumers.

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