

Hill's Pet Nutrition Inc in Pet Care (USA)

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Abstracts

Hill's Pet Nutrition Inc has struggled as a result of intense competitive activity and price increases taken in the midst of a deep economic recession. Moving forward, the company is looking to adjust its pricing and drive new product innovations to once again grow sales. The company continues to invest in pet nutrition research, which is used both to add new products and to educate veterinarians and pet owners on how to maintain pet health. In 2012, the company adjusted its non-therapeutic...

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