

Hill's Pet Nutrition SpA in Pet Care (Italy)

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Abstracts

The company is expected to focus much of its marketing and promotional efforts on veterinarians, which continue to recommend and sell its products. This good relationship between veterinarians and Hill's Pet Nutrition is likely to continue to be a major focus for the company as it seeks to increase its retail value share within pet food. It is likely to continue to invest in pet nutrition research, through its pet centre in Topeka, which is used to add new products and to educate veterinarians...

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