

Johnson & Johnson do Brasil Indústria e Comércio de Produtos para Saúde Ltda in Tissue and Hygiene (Brazil)

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Abstracts

Johnson & Johnson is expected to pursue the strategy initiated by its new CEO in 2011. The company will focus on the latest technology, innovation and categories with high potential growth, and adopt a lower profile in highly competitive, low margin, consolidated and commoditised markets such as cotton wool/buds/pads and nappies/diapers/pants. Large investments will continue to be dedicated to research, development and marketing.

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