

Johnson & Johnson GmbH in Tissue and Hygiene (Germany)

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Abstracts

Johnson & Johnson GmbH's strategic efforts and plans are closely linked to those of its international parent company. In Germany, the continuous expansion and optimisation of its vast portfolio within medical care, tissue and hygiene are at the centre of the company's activities. For the development and marketing of new, innovative products, including packaging and design, Johnson & Johnson maintains a strong focus on individual consumer needs, even looking at possible emotional implications.

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