

Mac Baren Tobacco Co A/S in Tobacco (Denmark)

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Abstracts

As the second-ranked player in both cigars and cigarillos and smoking tobacco behind Scandinavian Tobacco Group, Mac Baren Tobacco's strategic position in Denmark has been one of continuous innovation and product development. The company has managed to turn its smaller size and flexibility into a competitive advantage, which will help to cement its position as a global player in smoking tobacco.

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