

Merck Selbstmedikation GmbH in Consumer Health (Germany)

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Date: May 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: MD6EB087731EN

Abstracts

Merck Selbstmedikation GmbH has announced an ambitious plan to significantly strengthen its competitive position in the German consumer health market over the forecast period. At the core of the company's strategy will be heavier investment in product innovation and marketing.

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Contents

Strategic Direction

Key Facts

Summary 1 Merck Selbstmedikation GmbH: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Merck Selbstmedikation GmbH: Competitive Position 2014



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