

Nestlé Purina Petcare Deutschland GmbH in Pet Care (Germany)

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Abstracts

Nestlé Purina positions itself as a company focused on knowledge and experience, combined with a passion for pets. Its goal is to continuously improve not only products for pets, such as food, healthcare and wellness products, but also create better living conditions and greater awareness of the specific needs of pets in society. Specifically addressing existing and potential pet owners with information campaigns, the company seeks to increase consumer trust in its experience and expertise in...

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