

Neva doo in Beauty and Personal Care (Croatia)

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Abstracts

There was very little news in the press or other media related to Neva doo in 2012. Being a part of Atlantic Grupa dd, the company's business plans and strategies are usually not communicated to the public before they are fruitful and definite, so to speak. The review period did not bring many new product launches, since the mother company was very much focused on other parts of its diversified business portfolio (2012 was important for non-alcoholic drinks and consolidation of the recently...

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