

Nichiban Co Ltd in Consumer Health (Japan)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: N3C39CB80A0EN

Abstracts

Nichiban Co Ltd aims to contribute to the general wellbeing of Japanese society by creating high-value wound care products in adhesive tape format. Nichiban's management encourages an entrepreneurial spirit within the organisation by promoting its core values, the so-called '3 Cs': Consumer oriented, Creative development and Communicative organisation. Nichiban Co Ltd has committed itself to offering very high quality products in order to meet rising consumer demand and contribute to the growth...

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