

Nike Deutschland GmbH in Apparel (Austria)

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Abstracts

Nike Deutschland GmbH follows a strategy of internal innovations to gain consumers' attention in the highly competitive sportswear market. The company follows a stricter patent protection policy to defend its innovations against its competitors that are fighting head-to-head in Austria. According to Euromonitor International estimations, Nike Deutschland GmbH has not been affected by the crisis as much as several of its competitors such as Puma.

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