

Nike Deutschland GmbH in Apparel and Footwear (Austria)

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Date: July 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: N29C29FF166EN

Abstracts

Nike Deutschland, which also covers Austria, is expected to continue to focus on its strategy of investing in further innovation in order to gain consumer attention and trust in the highly competitive sportswear category. In addition, to protect its innovations from its competitors, the company is expected to increasingly focus on a strict patent protection policy.

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