

Novartis Consumer Health NV in Consumer Health (Netherlands)

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Abstracts

Novartis Consumer Health BV is a growth-driven company and it ranked first in OTC in the Netherlands in 2014. The company generally attempts to achieve growth by developing in product areas where the company has little presence in order to broaden its product portfolio. The company also attempts to maintain its leading position in more mature categories through product innovation and various marketing campaigns. Novartis is seen as having one of the industry's most respected development...

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