

Pfizer Consumer Healthcare Inc in Consumer Health (USA)

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Abstracts

Growing from its 2009 acquisition of Wyeth, Pfizer Consumer Healthcare has become a pillar of the company's diversification strategy. By gaining control of a broad portfolio of OTC brands, Pfizer is better able to fulfil its objective of meeting the health and wellness needs of its consumers at every stage of disease management. In conjunction with company advancements in vaccinations, prescription therapies, and medical technologies, Pfizer's Consumer Healthcare division diversifies the...

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