

PGT Healthcare in Consumer Health (Germany)

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Date: August 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: P75947CEB3FEN

Abstracts

The Procter & Gamble Co and Teva Pharmaceutical Industries Ltd formed a new joint venture in November 2011 with the name of PGT Healthcare. Procter & Gamble brings its competence in brand management into the cooperation, whilst Teva Pharmaceutical Industries contributes with its pharmaceutical expertise and industry relationships. The parent companies aim to achieve faster growth opportunities through the combined knowledge and marketing power.

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Contents

Strategic Direction

Key Facts

Summary 1 PGT Healthcare: Key Facts

Company Background

Production

Summary 2 PGT Healthcare: Production Statistics 2012

Competitive Positioning

Summary 3 PGT Healthcare: Competitive Position 2012

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