

Procter & Gamble Co, The in Tissue and Hygiene (China)

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Abstracts

In view of increasingly ferocious competition, Procter & Gamble will emphasise sustainable development and optimise corporate resources to continuously provide Chinese consumers with tissue and hygiene products with enhanced efficacy and functions, in addition to a wide range of product variances with reliable quality. Meanwhile, the company, after signing a Joint Business Plan with Baidu.com in 2013, will further utilise a digital marketing approach to interact more closely with modern...

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