

Procter & Gamble do Brasil SA in Beauty and Personal Care (Brazil)

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Abstracts

Procter & Gamble do Brasil plans to double the company's revenue in three years, starting from 2013. In order to do so, the company is working hard to achieve leadership in many categories in which the company already has the global leadership. The company plans to raise marketing investment, especially with celebrity endorsements and corporate campaigns, to achieve this aim.

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