

# Procter & Gamble Germany & Co Operations OHG in Tissue and Hygiene (Germany)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: P54D95662C2EN

## Abstracts

It is Procter & Gamble's declared goal, to create and offer more brands products and services of superior quality and added value. By investing in a large scale in innovation and coverage of a bigger region and wider communication channels, it works intensely on growing closer to potential customers and their needs, mainly in order to gain their trust and loyalty, but also to be able to improve and ease their everyday lives.

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