

# **Reckitt Benckiser Ltd in Home Care (Israel)**

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#### **Abstracts**

Reckitt Benckiser Ltd's successful strategy involves taking advantage of its most powerful brands by investing both in innovation and marketing strategies to build its top brands in the consumer health, beauty and personal care and home care markets. Furthermore, the company seeks to strengthen its brands in territories in which it is already present as well as penetrating countries with developing economies.

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## **Contents**

Strategic Direction

**Key Facts** 

Summary 1 Reckitt Benckiser Ltd: Key Facts

**Competitive Positioning** 

Summary 2 Reckitt Benckiser Ltd: Competitive Position 2016



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