

SC Johnson & Son Inc in Tissue and Hygiene (USA)

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Date: June 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: SAE9019080BEN

Abstracts

SC Johnson & Son is focused on making its core brands leaders in its product areas, through brand and line extensions, product innovation and cobranding efforts. In addition, the company seeks to build on its reputation as a responsible market leader that consumers can trust. The company will also continue to rely on its branding as “a family company” to convey core principles like respect, fairness and trust to its consumers.

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