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Why Industrial Insights Matter for Business Strategy

https://marketpublishers.com/r/W0586B8E72CEN.html
Date: August 2018
Pages: 27
Price: US$ 1,325.00 (Single User License)
ID: W0586B8E72CEN

Abstracts

B2B markets around the world are shaped by industrial trends. Understanding the data and future industrial shifts will enable businesses to prepare, strategise and adapt their products and services to the most important B2B clients, to understand where new opportunities lie and how demand is changing. No long-term B2B strategy would be complete without addressing key industrial trends such as Industry 4.0, Africa rising, and growing e-commerce.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Identify factors driving change now and in the future

Understand motivation

Forward-looking outlook

Briefings and presentation should provoke lively discussion at senior level

Take a step back from micro trends

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