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Dentsu International Ltd - Strategic SWOT Analysis Review

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Abstracts

Dentsu International Ltd - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

Scope

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

Highlights

Dentsu International Ltd (Dentsu International), a subsidiary of Dentsu Inc, is a provider of media and digital marketing communication services. The company's major communications services include content creation, media planning, digital creative execution, search engine optimization (SEO) strategy, sports and entertainment marketing, near-field communications (NFC) and marketing analytics. It operates through network brands such as Carat, Dentsu, Dentsu X, iProspect, Isobar, Mcgarrybowen, Posterscope, Merkle, MKTG and Vizeum, among others and supported by growing specialist/multi-market brands including Amplifi. The company operates through offices in Canada, the US, the UK, China, Switzerland, and Australia, among others. Dentsu International is headquartered in London, the UK.

Dentsu International Ltd Key Recent Developments

Aug 19,2021: Dentsu Expands Global Google Technology Practice with Two Leadership Appointments
Jul 20,2021: Dentsu International appoints Fred Levron as Global Chief Creative Officer
Sep 15,2020: Dentsu Aegis network hits target of 100% renewable electricity

Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the

company's business structure, operations, major products and services and business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

Note: Some sections may be missing if data is unavailable for the company.

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