

The AA - Breaking Down or Moving On? 2018

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Abstracts

Focused on the UK's leading breakdown recovery company, Automobile Association, "The AA - Breaking Down or Moving On?" 2018 - is an Expert Market Report, compiled by industry experts and practitioners, and providing an analysis of the sector, AA's performance within it and its performance both to key financial measures and its stated strategy.

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- 2. THREE YEAR FINANCIAL AND KPI OVERVIEW AND COMMENTARY**
- 3. STRATEGIC OVERVIEW OF KEY MARKETS**
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- 5. COMMENTARY ON CEO STRATEGY UPDATE, FEBRUARY 2018**

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