

# **CBS Corporation - Strategy, SWOT and Corporate Finance Report**

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## **Abstracts**

CBS Corporation - Strategy, SWOT and Corporate Finance Report

### **SUMMARY**

CBS Corporation - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### **KEY HIGHLIGHTS**

CBS Corporation (CBS or 'the company') is a mass media company that creates and distributes content across a variety of platforms to audiences around the world. The company offers various services including, broadcast television, cable television, television production and syndication, local television, radio, advertising, publishing, interactive media, music, licensing and merchandising, video and DVD, motion pictures and sustainable media. The company operates in North America, Europe and Asia Pacific. CBS is headquartered in New York City, New York, the US.

### **SCOPE**

Detailed information on CBS Corporation required for business and competitor intelligence needs

A study of the major internal and external factors affecting CBS Corporation in the form of a SWOT analysis

An in-depth view of the business model of CBS Corporation including a breakdown and examination of key business segments

Intelligence on CBS Corporation's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about CBS Corporation, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## **REASONS TO BUY**

Gain understanding of CBS Corporation and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess CBS Corporation as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on CBS Corporation's business structure, strategy and prospects.

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### COMPANIES MENTIONED

CBS Corporation

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