

# The Interpublic Group of Companies, Inc. - Company Profile and SWOT Analysis

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## Abstracts

The Interpublic Group of Companies, Inc. Company Profile and SWOT Analysis

### Summary

The Interpublic Group of Companies, Inc. Company Profile and SWOT Analysis, 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

The Interpublic Group of Companies, Inc. (IPG or 'the company') is a global provider of marketing solutions and advertising services. It operates through a network of companies that offer consumer advertising, digital marketing, communications planning and media buying, public relations and specialized communications disciplines. The company also provides centralized functional services that enable clients to achieve operational efficiencies. IPG offers centralized functional services in the areas of accounting and finance, executive compensation management and recruitment assistance, employee benefits, marketing information retrieval and analysis, internal audit, legal services, real estate expertise and travel services. IPG operates across the Americas, Asia-Pacific and Europe through a network of global and domestic agencies. The company is headquartered in New York City, New York, the US.

### Scope

Detailed information on The Interpublic Group of Companies, Inc. required for

business and competitor intelligence needs

A study of the major internal and external factors affecting The Interpublic Group of Companies, Inc. in the form of a SWOT analysis

An in-depth view of the business model of The Interpublic Group of Companies, Inc. including a breakdown and examination of key business segments

Intelligence on The Interpublic Group of Companies, Inc.'s mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about The Interpublic Group of Companies, Inc., 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 The Interpublic Group of Companies, Inc. and the factors that influence its strategies.

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

Assess The Interpublic Group of Companies, Inc. as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on The Interpublic Group of Companies, Inc.'s business structure, strategy and prospects.

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