

Nielsen Holdings PLC - Strategy, SWOT and Corporate Finance Report

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Abstracts

Nielsen Holdings PLC - Strategy, SWOT and Corporate Finance Report

Summary

Nielsen Holdings PLC - 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

Nielsen Holdings PLC (Nielsen or 'the company') is a performance management company that provides clients with a comprehensive understanding of consumers and consumer behavior. The company services include analytical services, consumer panel measurement services, retail measurement services, and audio audience measurement services. It also provides digital audience measurement services, marketing effectiveness, mobile measurement services and television audience measurement services. Nielsen offers range of solutions to major advertisers about consumer packaged goods manufacturers, small and mid-size manufacturers, retailers, media companies, or other verticals such as automotive, telecom or financial services. It operates in the US, North and South America, the UK, Other Europe, Middle East and Africa, and Asia Pacific. The company is headquartered in New York City, New York, the US.

Scope

Detailed information on Nielsen Holdings PLC required for business and competitor intelligence needs

A study of the major internal and external factors affecting Nielsen Holdings PLC in the form of a SWOT analysis

An in-depth view of the business model of Nielsen Holdings PLC including a breakdown and examination of key business segments

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

News about Nielsen Holdings PLC, 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 Nielsen Holdings PLC and the factors that influence its strategies.

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

Assess Nielsen Holdings PLC as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Nielsen Holdings PLC's business structure, strategy and prospects.

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