

# **2014 World Animal Health Market Outlook and Leading Supplier Strategies, Marketing Tactics, and Technological Know-How**

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## **Abstracts**

This new 110-page report from Venture Planning Group analyzes strategies, marketing tactics and technological know-how of the world's leading animal health companies, including:

Five-year forecasts for:

Major market segments

Key geographic regions

Assessment of major U.S. and international trends with potentially significant impact on the animal health industry during the next five years, including discussion of such issues as pricing, industry consolidation, market globalization, growing R&D cost, generics, as well as advances in genomics, proteomics, drug screening, tissue engineering, bioinformatics and other technologies.

The company profiles include:

Specific business, new product development and marketing strategies.

Anticipated acquisitions, joint ventures and divestitures.

Major strengths and weaknesses.

Sales force size in the U.S. and other markets.

Promotional tactics

Distribution approaches

Product service and support.

Customer relations

Internally developed and acquired animal health technologies, processes and related capabilities.

Proprietary technologies and patent litigations.

Contains 110 pages and 6 tables

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### **THE GLOBAL ANIMAL HEALTH MARKET DYNAMICS AND TRENDS**

Strategic overview of the worldwide animal health market.

Five-year forecasts for major market segments and key geographic regions.

Assessment of major U.S. and international trends with potentially significant impact on the animal health industry during the next five years.

Pricing, industry consolidation, market globalization, growing R&D cost, and generics.

Advances in genomics, proteomics, drug screening, tissue engineering, bioinformatics and other technologies.

Key market segments.

Major geographic areas.

### **LEADING ANIMAL HEALTH COMPANIES STRATEGIC DIRECTIONS**

Specific business, new product development and marketing strategies.

Anticipated acquisitions, joint ventures and divestitures.

Major strengths and weaknesses.

### **LEADING ANIMAL HEALTH COMPANIES MARKETING TACTICS**

Sales force size in the U.S. and other markets

Promotional tactics

Distribution approaches

Product service and support.

Customer relations

### **LEADING ANIMAL HEALTH COMPANIES TECHNOLOGICAL KNOW-HOW INTERNALLY DEVELOPED AND ACQUIRED ANIMAL HEALTH TECHNOLOGIES, PROCESSES AND RELATED CAPABILITIES.**

Proprietary technologies and patent litigations.

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