

2015-2019 Future Horizons and Growth Strategies in the Global Animal Health Market: Strategic Assessments of Leading Suppliers

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Abstracts

This report provides a worldwide strategic overview of the animal health market, 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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LEADING SPECIALTY CHEMICALS COMPANIES STRATEGIC DIRECTIONS

1. AkzoNobel
2. BASF
3. Clariant
4. Dow Chemical
5. Evonik
6. Monsanto
7. Sherwin-Williams
8. Solvay

THE REPORT PROVIDES INSIGHTFUL STRATEGIC ASSESSMENTS, INCLUDING:

Specific business, new product development and marketing strategies.

Strengths and weaknesses.

Anticipated acquisitions, joint ventures and divestitures.

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