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2015-2019 Global Animal Health Market Dynamics, Trends, and Leading Supplier Marketing Tactics and Technological Know-How

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Abstracts

This new 80-pages report from VPGMarketResearch.com analyzes 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:

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

Promotional tactics

Distribution approaches

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Product service and support

Customer relations

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

Proprietary technologies and patent litigations.

Contains 80 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 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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