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2015 Global Flavor and Fragrance Companies Strategic Directions

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Abstracts

For each company, the report provides:

Business goals and strategies, including internal expansion, acquisitions, and divestitures.

Specific business, new product development and marketing objectives and strategies.

Major strengths and weaknesses.

Anticipated acquisitions, joint ventures and divestitures.

The companies analyzed in the report: Firmenich, Givaudan, T. Hasegawa, IFF, Mane, Quest, Robertet, Sensient, Symrise, and Takasago.

Contains 21 pages

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