

2015 Soda Aromatic in the Global Flavor and Fragrance Market: Strategic Direction, Marketing Tactics, Technological Know-How

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Date: July 2015

Pages: 16

Price: US\$ 1,960.00 (Single User License)

ID: 26CD4E12CBCEN

Abstracts

A strategic assessment of Soda Aromatic, one of the world's leading flavor and fragrance companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs.

The report presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global flavor and fragrance market.

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