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Date: March 2016

Pages: 0

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ID: 2482D97C151EN

Abstracts

Strategic assessment of the competitive environment is widely recognized as one of the highest priority management responsibilities, the task crucial to business survival, growth and profitability. This new report from VPG provides strategic assessment of Bayer's technological know-how, marketing tactics and strategic directions in the global animal health market

Contents

SECTION I: TECHNOLOGICAL KNOWHOW

SECTION II: MARKETING TACTICS

SECTION III: STRATEGIC DIRECTION

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