

2016-2020 Novartis in the World Animal Health Market: Technological Know-How, Marketing Tactics and Strategic Directions

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Abstracts

This new report from VPGMarketResearch.com provides strategic assessment of Novartis' technological know-how, marketing tactics and strategic directions in the global animal health market. **SECTION I: TECHNOLOGICAL KNOW-HOW****SECTION II: MARKETING TACTICS****SECTION III: STRATEGIC DIRECTION**

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