

# 2017 Bayer: Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction in the Global Animal Health Industry

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## 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.

### Technological Know-How

Internally developed and acquired animal health technologies, processes and related capabilities.- Proprietary technologies and patent litigations.

Marketing Tactics- Sales force size in the U.S. and other markets.- Promotional tactics.- Distribution approaches.- Product service and support.- Customer relations

### Strategic Direction

Specific business, new product development and marketing strategies.- Anticipated acquisitions, joint ventures and divestitures.- Major strengths and weaknesses.

## Contents

**SECTION I: TECHNOLOGICAL KNOW- HOW**

**SECTION II: MARKETING TACTICS**

**SECTION III: STRATEGIC DIRECTION**

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