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Bayer: Performance, Capabilities, Goals and Strategies in the Worldwide Animal Health Market

https://marketpublishers.com/r/B552F3F8F23EN.html
Date: January 2010
Pages: 25
Price: US$ 1,480.00 (Single User License)
ID: B552F3F8F23EN

Abstracts

Global PDF: US$ 3,900.00

A strategic assessment of Bayer, one of the world's leading animal health 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 animal health market.

Contains 25 pages and 4 tables

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