

# **2016 CompetitiveWatch: Bayer in the Global Animal Health Industry - Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction**

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Date: November 2015

Pages: 0

Price: US\$ 360.00 (Single User License)

ID: CEBF471FCB3EN

## **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.

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**SECTION I: TECHNOLOGICAL KNOW-HOW**

**SECTION II: MARKETING TACTICS**

**SECTION III: STRATEGIC DIRECTION**

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