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Date: November 2015

Pages: 0

Price: US\$ 360.00 (Single User License)

ID: CDE67028965EN

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 Merial's technological know-how, marketing tactics and strategic directions in the global animal health market.

Contents

SECTION I: TECHNOLOGICAL KNOW-HOW

SECTION II: MARKETING TACTICS

SECTION III: STRATEGIC DIRECTION

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