

# **Firmenich CompetitiveWatch 2016: Strategic Direction, Marketing Tactics and Technological Know-How in the Global Flavor and Fragrance Market**

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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 VPGMarketResearch.com provides strategic assessment of Firmenich's technological know-how, marketing tactics and strategic directions in the global flavor and fragrance market.

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**SECTION I: TECHNOLOGICAL KNOW-HOW**

**SECTION II: MARKETING TACTICS**

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