

# **CompetitiveWatch 2015: Novartis - Technological Know-How, Marketing Tactics and Strategic Directions in the Global Animal Health 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 fromVPGMarketResearch.com provides strategic assessment of Novartis' 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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