

CompetitiveWatch 2015: Novartis - Strategic Direction, Marketing Tactics and Technological Know-How 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. SECTION I: TECHNOLOGICAL KNOW-HOW SECTION II: MARKETING TACTICS SECTION III: STRATEGIC DIRECTION

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