

# **2014 Strategic Analysis of Major Blood Banking Product Suppliers**

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## **Abstracts**

This new report from Venture Planning Group provides strategic assessments of major blood banking product suppliers and emerging market entrants.

The report presents analyses of major current and emerging suppliers in terms of their sales, market shares, product portfolios, marketing tactics, technological know-how, new products in R&D, collaborative arrangements, and business strategies.

Contains 50 pages

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