

CompetitiveWatch Food and Beverage: Leading Suppliers, Technological Know-How, Marketing Tactics, Strategic Directions

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Date: May 2013

Pages: 24

Price: US\$ 1,960.00 (Single User License)

ID: C7A42C361F1EN

Abstracts

The report analyzes:

Internally developed and acquired technologies, processes and related capabilities.

Proprietary know-how and patent litigations.

Estimated R&D budget.

Research facilities and staff.

New technologies, products, and product line extensions in development.

The companies analyzed in the report: Cargill, Coca-Cola, ConAgra, Diageo, Kraft, Mars, Nestle, PepsiCo, Tyson, and Unilever.

Contains 24 pages

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FOR EACH COMPANY, THE REPORT PROVIDES:

Internally developed and acquired technologies, processes and related capabilities.
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