

# CompetitiveWatch 2014: Elanco - Technological Know-How, Marketing Tactics and Strategic Directions in the Global Animal Health Market

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Date: February 2014 Pages: 0 Price: US\$ 360.00 (Single User License) ID: EF49B90947BEN

## Abstracts

This new report from VPG provides strategic assessment of Elanco's technological know-how, marketing tactics and strategic directions in the global animal health market.



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**SECTION II: MARKETING TACTICS** 

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