

CompetitiveWatch 2015: Leading Food and Beverage Suppliers' Marketing Tactics and Strategic Directions

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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: A-B InBev, Cargill, Coca-Cola, Kraft, Mars, Nestle, PepsiCo, Tyson, SabMiller, and Unilever.

Contains 24 pages

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FOR EACH COMPANY, THE REPORT PROVIDES:

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