

# Givaudan: 2015 Strategic Direction, Marketing Tactics, Strengths and Weaknesses, Financial Performance

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## **Abstracts**

This unique report provides information not available from any other published source, including:

Specific business, new product development and marketing objectives and strategies, including Â internal expansion, joint ventures, acquisitions, and divestitures.

Major sales office locations.

Sales force size by country.

Promotional tactics and distribution strategies.

Key strengths and weaknesses.



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