

IFF: Strategic Analysis of Leading Flavor and Fragrance Companies

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Date: November 2012

Pages: 58

Price: US\$ 1,600.00 (Single User License)

ID: I9958A40956EN

Abstracts

A strategic assessment of IFF, one of the worlds leading flavor and fragrance companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The report presents a comprehensive analysis of the companys performance, capabilities, goals and strategies in the global flavor and fragrance market, and provides information not available from any other source, such as sales force estimates by country.

Contains 58 pages and 7 tables

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