

CompetitiveWatch 2015: Kraft in the Global Food and Beverage Industry--Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

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Abstracts

Strategic assessment of the competitive environment is widely recognized as one of the highest priority management responsibilities, the task crucial to business survival, growth and profitability. This new report from VPG provides strategic assessment of Kraft's technological know-how, marketing tactics and strategic directions in the global food and beverage market.

SECTION I: TECHNOLOGICAL KNOW-HOW

SECTION II: MARKETING TACTICS

SECTION III: STRATEGIC DIRECTION

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