

# The 2012 Leading Flavor and Fragrance Companies Marketing Capabilities

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## Abstracts

For each company, the analysis presents:

Sales force in the U.S. and other international markets.

Major sale office locations.

Distribution strategies.

Major promotional tactics.

The companies analyzed in the report: Firmenich, Givaudan, T. Hasegawa, IFF, Mane, Quest, Robertet, Sensient, Symrise, and Takasago.

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