

The 2011 Leading Food and Beverage Companies Strengths, Weaknesses and Strategic Directions

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Abstracts

For each company, the report provides:

Specific business, new product development and marketing objectives and strategies.

Strengths and weaknesses.

Anticipated acquisitions, joint ventures and divestitures.

The companies analyzed in the report: Cargill, Coca-Cola, ConAgra, Diageo, Kraft, Mars, Nestle, PepsiCo, Tyson, and Unilever.

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