

The 2011 Leading Semiconductor Companies Marketing Tactics

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Abstracts

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For each company, the analysis presents:

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

Distribution strategies.

Promotional tactics.

The companies analyzed in this report: Freescale, Infineon, Intel, NEC, NXP/Philips, Renesas, Samsung, STMicroelectronics, Texas Instruments, and Toshiba.

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