

Merck: 2017-2021 Global Animal Health Market Segment Forecasts and Company's Strategic Assessment

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Date: December 2017

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Price: US\$ 750.00 (Single User License)

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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 VPGMarketResearch. com provides strategic assessment of Merck's technological know-how, marketing tactics and strategic directions in the global animal health market.

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SECTION I: TECHNOLOGICAL KNOWHOW

SECTION II: MARKETING TACTICS

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