

# **Merck Animal Health 2019: Business Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction**

<https://marketpublishers.com/r/M5A024C21B1EN.html>

Date: June 2019

Pages: 0

Price: US\$ 450.00 (Single User License)

ID: M5A024C21B1EN

## **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 Merck's technological know-how, marketing tactics and strategic directions in the global animal health market.

### **Technological Know-How**

Internally developed and acquired animal health technologies, processes and related capabilities.

Proprietary technologies and patent litigations.

### **Marketing Tactics**

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

Promotional tactics.

Distribution approaches.

Product service and support.

## Customer relations

### Strategic Direction

Specific business, new product development and marketing strategies.

Anticipated acquisitions, joint ventures and divestitures.

Major strengths and weaknesses.

## Contents

### **TECHNOLOGICAL KNOW-HOW**

Internally developed and acquired animal health technologies, processes and related capabilities.

Proprietary technologies and patent litigations.

### **MARKETING TACTICS**

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

Promotional tactics.

Distribution approaches.

Product service and support.

### **STRATEGIC DIRECTION**

Specific business, new product development and marketing strategies.

Anticipated acquisitions, joint ventures and divestitures.

Major strengths and weaknesses.

## I would like to order

Product name: Merck Animal Health 2019: Business Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

Product link: <https://marketpublishers.com/r/M5A024C21B1EN.html>

Price: US\$ 450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M5A024C21B1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

