

# **Merck CompetitiveWatch 2016: Strategic Direction, Marketing Tactics and Technological Know-How in the Global Animal Health Market**

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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 Mercks technological know-how, marketing tactics and strategic directions in the global animal health market.

## Contents

SECTION I: TECHNOLOGICAL KNOW-HOW

SECTION II: MARKETING TACTICS

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