

Merial: Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction in the Global Animal Health Industry

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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 VPG provides strategic assessment of Merial's technological know-how, marketing tactics and strategic directions in the global animal health market. SECTION I: TECHNOLOGICAL KNOW-HOW SECTION II: MARKETING TACTICS SECTION III: STRATEGIC DIRECTION

Contents

SECTION I: TECHNOLOGICAL KNOWHOW

SECTION II: MARKETING TACTICS

SECTION III: STRATEGIC DIRECTION

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