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Abstracts

A strategic assessment of Wright Medical, one of the world's leading orthopedics companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The report presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global orthopedics market.

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- Section 1: Business Evolution and Organization
- Section 2: Technological Know-how
- Section 3: Product Portfolio
- Section 4: Marketing Tactics
- Section 5: R&D Expenditures and Major Programs
- Section 6: Strategic Direction

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