

Global Animal Health Market Outlook and Leading Suppliers' Strategies, Marketing Tactics, and Technological Know-How

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The Global Animal Health Market Dynamics and Trends

Strategic overview of the worldwide animal health market.

Five-year forecasts for major market segments and key geographic regions.

Assessment of major U.S. and international trends with potentially significant impact on the animal health industry during the next five years.

Pricing, industry consolidation, market globalization, growing R&D cost, and generics.

Advances in genomics, proteomics, drug screening, tissue engineering, bioinformatics and other technologies.

Key market segments.

Major geographic areas.

Leading Animal Health Companies Strategic Directions

Specific business, new product development and marketing strategies.

Anticipated acquisitions, joint ventures and divestitures.

Major strengths and weaknesses.

Leading Animal Health Companies Marketing Tactics

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

Promotional tactics

Distribution approaches

Product service and support.

Customer relations

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

Proprietary technologies and patent litigations.

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