

Leading Animal Health Companies Marketing Tactics

1. Bayer
2. Boehringer Ingelheim
3. Elanco
4. Intervet
5. Merial
6. Novartis
7. Pfizer
8. Phibro
9. Vetoquinol
10. Virbac

For each company, the report provides:

- Sales force size in the U.S. and other markets.
- Promotional tactics.
- Distribution approaches.
- Product service and support.
- Customer relations.

Contains 38 pages