

Global Animal Health Companies Strategic Directions

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:

- Specific business, new product development and marketing strategies.
- Anticipated acquisitions, joint ventures and divestitures.
- Major strengths and weaknesses.

Contains 46 pages