



## In search of beauty

By Jenny Haberer

GRIN Verlag Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, Anglia Ruskin University, language: English, abstract: Whereas the consumer goods industries in developed countries are mature, sophisticated and price sensitive, in emerging economies they are just starting to blossom, offering enormous business opportunities. Only with the right strategy will companies be able to climb or stay on the bandwagon taking a ride upward on the growth path. In the cosmetics and toiletries industry the most promising markets for growth are China and Brazil. This study aims at assessing Beiersdorf's international marketing strategy, in particular their marketing mix for China and Brazil. Beiersdorf is a successful global player in the CT industry, particularly in the skin care and men's grooming category. Yet, the competition never sleeps. 28 pp. Englisch.

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