



Unilever Case Study

Sabrina Marisa Wolf

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Seminar paper from the year 2008 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, University of Newcastle (Northumbria University), language: English, abstract: This assignment will analyse the global consumer good industry, particular the food and personal care/ household goods industry. The key players of this industry are Unilever, P & G (market leader in personal care products) as well as Nestlé (market leader of the food industry).

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