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## ETHICAL BRANDING AND MARKETING (ROUTLEDGE ADVANCES IN MANAGEMENT AND BUSIN...)

- 3 Produce a detailed recommended action plan to deal with Bayer Corporation and Bayer AG's marketing environment. Address differences and similarities between two entities.
- 4 Develop talking points for CEO to address media during the crisis.
- 5 What do you think of the tagline "In Cipro we trust" and the impact it had? Please explain and support your opinion.

### To Cite This Chapter

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