



# Die Tabakindustrie: Wie sie dem Wandel aktiv begegnet! (German Edition)

*M. Dengl*

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## **Die Tabakindustrie: Wie sie dem Wandel aktiv begegnet! (German Edition) M. Dengl**

Trotz weltweiten Anti-Raucher-Gesetzen, strengen Werbeauflagen, Milliardenklagen und Gesundheitstrends verzeichnet die Zigarettenindustrie Gewinne wie nie zuvor. Dank neuer Absatz- und Marketingstrategien und der Erschließung neuer Märkte in Entwicklungs- und Schwellenländern wie China, wird die Zigarettenproduktion weiterhin kontinuierlich ansteigen: Von derzeit noch sechs auf über neun Billionen Zigaretten pro Jahr. Zudem hat sich die Tabakindustrie im Vergleich zu anderen Branchen schneller der Globalisierung angepasst, schließt und verlagert Produktionsstätten und garantiert so hohe Umsatzzahlen und Gewinne.

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