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universal company that sells products

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for skin care, cosmetics, personal care, fragrance and professional products. It was founded in 1932 and began in the nail polish market, soon after expanding into lipstick. Over the past six years, Revlon has consistently lost revenue and struggled with debt.

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CHAPTER 1 – INTRODUCTION 1.1

Background In the midst of the Great Depression of 1932, Brothers Charles & Joseph Revson and a chemist named Charles Lachman, formed ...

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Revlon Case Strategic Analysis - MBA
3 | Page I. Introduction: Revlon is an
American cosmetics, skin care,
fragrance and personal care company
founded in 1932.

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