

## PwC Plus Article

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# Global Consumer Insights Survey 2020: The consumer transformed

**Changing behaviours are accelerating trends along a reinvented  
customer purchase journey**

## Keywords

Branchenwissen Krankenhaus, Branchenwissen Pharma

## Topics

Healthcare & Pharma

## Contact



**Roland Werner**

Frankfurt am Main

[roland.m.werner@pwc.com](mailto:roland.m.werner@pwc.com)

## Content Type(s)

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## Issuing Body

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