

2014 Analysis of the Global Insecticides Market: Strategic Assessments of Leading Suppliers

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Abstracts

This new report from Venture Planning Group analyzes marketing strategies of the world's leading agrochemical companies.

The report was prepared by Venture Planning Group to provide agrochemical industry executives with strategically significant competitor information, analysis and insight, critical to the development and implementation of effective marketing and R&D programs. In a highly dynamic and fragmented insecticides market, besieged by intense competition, the ability to anticipate new product introductions and marketing strategies is particularly important and spells the difference between success and failure.

The companies analyzed in the report include Bayer, FMC, Makhteshim-Agan, Monsanto, Nufarm, Sumitomo and Syngenta.

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