

# 2014 Analysis of Leading Chemicals Suppliers Marketing Tactics

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## Abstracts

For each company, the analysis presents:

Major promotional strategies.

Distribution approaches.

Product service and support.

The companies analyzed in the report: BASF, Dow Chemical, DuPont, ExxonMobil, INEOS, Lyondell, Mitsubishi Chemical, Sabic, Shell, and Sinopec.

Contains 35 pages

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**1. BASF**

**2. DOW**

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**4. EXXONMOBIL**

**5. INEOS**

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**8. SABIC**

**9. SHELL**

**10. SINOPEC FOR EACH COMPANY, THE REPORT PROVIDES:**

Major promotional strategies

Distribution approaches

Product service and support

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