

# Competitive Intelligence 2014: Leading Specialty Chemicals Companies Marketing Tactics

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## Abstracts

This new report from Venture Planning Group provides marketing tactics of leading specialty chemicals companies. The analysis presents:

Major promotional strategies.

Distribution approaches.

Product service and support.

The companies analyzed in the report are AkzoNobel, BASF, Ciba, Clariant, Evonik, ICI, Monsanto, Rhodia, Rohm and Haas, Sherwin-Williams and Solvay.

## Contents

**1. AKZONOBEL**

**2. BASF**

**3. CLARIANT**

**4. DOW CHEMICAL**

**5. EVONIK**

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