

2014 Leading Specialty Chemicals Company 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, Clariant, Dow Chemical, Evonik, Monsanto, Sherwin-Williams, Solvay.

Contains 35 pages

Contents

1. AKZONOBEL

2. BASF

3. CLARIANT

4. DOW CHEMICAL

5. EVONIK

6. MONSANTO

7. SHERWIN-WILLIAMS

8. SOLVAY

THE REPORT PROVIDES:

Major promotional strategies.

Distribution approaches.

Product service and support

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