

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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