

# **2015 BASF in the Global Agrochemicals Market: Strategic Direction, Marketing Tactics, Technological Know-How**

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## **Abstracts**

A strategic assessment of BASF, one of the world's leading agrochemical companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs.

The report presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global agrochemical market.

Contains 57 pages and 10 tables

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