

2015 BASF in the World Agrochemicals Market: Technological Know-How, Marketing Tactics and Strategic Direction

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Abstracts

This new report from VPGMarketResearch.com provides strategic assessment of BASF's technological know-how, marketing tactics and strategic directions in the global agrochemical market.

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SECTION I: TECHNOLOGICAL KNOW-HOW

Internally developed and acquired agrochemical and related capabilities.
Proprietary technologies and patent litigation.

SECTION II: MARKETING TACTICS

Promotional tactics.
Distribution approaches.
Product service and support.
Customer relations.

SECTION III: STRATEGIC DIRECTION

Specific business, new product development and marketing strategies.
Anticipated acquisitions, joint ventures and divestitures.

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