

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

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Abstracts

A strategic assessment of Bayer, 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 66 pages and 17 tables

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- II. SENIOR MANAGEMENT**
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