

2015 CompetitiveWatch Agrochemicals: ADAMA, BASF, Bayer, Dow, DuPont, FMC, Monsanto, Nufarm, Sumitomo, Syngenta

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Abstracts

The companies analyzed in this report include ADAMA, BASF, Bayer, Dow, DuPont, FMC, Monsanto, Nufarm, Sumitomo, and Syngenta.

For each company, the report provides:

Specific business, new product development and marketing strategies.

Strengths and weaknesses.

Anticipated acquisitions, joint ventures and divestitures.

Major promotional strategies.

Distribution approaches.

Product service and support.

Customer relations.

Internally developed and acquired technologies, and related capabilities.

Proprietary technologies and patent litigations.

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