

# 2015 Leading Specialty Chemicals Company Marketing Tactics

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## Abstracts

This new report from VPGMarketResearch 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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