

# 2015 World Chemical Companies: Strategic Directions, Marketing Tactics and Technological Know-How

<https://marketpublishers.com/r/2A544ABDA29EN.html>

Date: October 2015

Pages: 121

Price: US\$ 3,880.00 (Single User License)

ID: 2A544ABDA29EN

## Abstracts

The companies analyzed in this report include BASF, Dow, DuPont, ExxonMobil, Mitsubishi Chemical, Shell. 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. Internally developed and acquired chemical and related capabilities. Proprietary technologies and patent litigations.

Contains 121 pages

## Contents

**1. BASF**

**2. DOW**

**3. DUPONT**

**4. EXXONMOBIL**

**5. MITSUBISHI**

**6. SHELL**

### **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

Internally developed and acquired chemical and related capabilities

Proprietary technologies and patent litigations

## I would like to order

Product name: 2015 World Chemical Companies: Strategic Directions, Marketing Tactics and Technological Know-How

Product link: <https://marketpublishers.com/r/2A544ABDA29EN.html>

Price: US\$ 3,880.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/2A544ABDA29EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

