

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

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## **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.

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