

# 2016-2020 CompetitiveWatch Chemicals: Leading Suppliers Marketing Tactics

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## Abstracts

For each company, the analysis presents:

Major promotional strategies.

Distribution approaches.

Product service and support.

The companies analyzed in the report: BASF, Dow, DuPont, ExxonMobil, INEOS, Lyondell, Mitsubishi Chemical, SABIC, Shell and Sinopec.

Contains 35 pages

## Contents

1. BASF
2. Dow
3. DuPont
4. ExxonMobil
5. INEOS
6. Lyondell
7. Mitsubishi
8. SABIC
9. Shell
10. Sinopec

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Major promotional strategies

Distribution approaches

Product service and support

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