

Agrochemicals Competitive Intelligence, 2019: BASF--Strategic Direction, Marketing Tactics, Technological Know-How

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Abstracts

This new report from LeadingMarketResearch.com provides strategic assessment of BASF's technological know-how, marketing tactics and strategic directions in the global agrochemical market.

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SECTION I: TECHNOLOGICAL KNOW-HOW

Internally developed and acquired agrochemical and related capabilities.
Proprietary technologies and patent litigation.

SECTION II: MARKETING TACTICS

Promotional tactics.
Distribution approaches.
Product service and support.
Customer relations.

SECTION III: STRATEGIC DIRECTION

Specific business, new product development and marketing strategies.
Anticipated acquisitions, joint ventures and divestitures

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