

# **BASF in the 2015 Global Agrochemicals Market: Technological Know-How, Marketing Tactics and Strategic Direction**

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## **Abstracts**

This new report from VPGMarketResearch.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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