

BASF: Performance, Capabilities, Goals and Strategies in the Worldwide Chemical Market

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Abstracts

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A strategies assessment of BASF, one of the world's chemical companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The report presents a comprehensive analysis of the company's performance, capabilities, goals, and strategies in the global chemical market.

Contains 57 pages and 10 tables

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