

# Competitive Intelligence 2015: Leading Chemical Companies Marketing Tactics

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## Abstracts

This new report from Venture Planning Group provides leading chemical companies marketing tactics. The analysis presents:

Major promotional strategies.

Distribution approaches.

Product service and support.

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

Contains 35 pages

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2. DOW
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7. MITSUBISHI
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9. SHELL
10. SINOPEC

### **FOR EACH COMPANY, THE REPORT PROVIDES:**

Major promotional strategies  
Distribution approaches  
Product service and support

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