

Competitive Intelligence 2014: Global Agrochemical Companies Marketing Strategies

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Abstracts

This new report from Venture Planning Group provides global agrochemical companies marketing strategies. The analysis presents:

Major promotional strategies

Distribution approaches

Product service and support

Customer relations

The companies analyzed in the report include BASF, Bayer, Dow, DuPont, Makhteshim-Agan, Monsanto, Nufarm, Sumitomo, and Syngenta. Contains 30 pages

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- 2. BAYER**
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