

Competitive Intelligence: Leading Specialty Chemicals Companies Marketing Tactics

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Abstracts

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

Major promotional strategies.

Distribution approaches.

Product service and support.

The companies analyzed in the report are AkzoNobel, BASF, Ciba, Clariant, Evonik, ICI, Monsanto, Rhodia, Rohm and Haas, Sherwin-Williams.

Contains 35 pages

Contents

1. AKZONOBEL

2. BASF

3. CIBA

4. CLARIANT

5. EVONIK

6. ICI

7. MONSANTO

8. RHODIA

9. ROHM AND HAAS

10. SHERWIN-WILLIAMS

FOR EACH COMPANY, THE REPORT PRESENTS:

Major promotional strategies.

Distribution approaches.

Product service and support.

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