

Competitive Intelligence 2014: World's Leading Agrochemical Companies: Strategic Directions, Marketing Tactics and Technological Know-How

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Abstracts

This new report from Venture Planning Group provides world's leading agrochemical companies strategic directions, marketing tactics and technological know-how. The report presents:

Specific business, new product development and marketing strategies

Strengths and weaknesses

Anticipated acquisitions, joint ventures and divestitures.

Major promotional strategies

Distribution approaches

Product service and support

Customer relations

Internally developed and acquired technologies, and related capabilities

Proprietary technologies and patent litigations.

The companies analyzed in this report include BASF, Bayer, Dow, DuPont, FMC, Makhteshim-Agan, Monsanto, Nufarm, Sumitomo, and Syngenta. Contains 106 pages.

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