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Date: May 2015

Pages: 0

Price: US\$ 360.00 (Single User License)

ID: C63D5644200EN

Abstracts

Strategic assessment of the competitive environment is widely recognized as one of the highest priority management responsibilities, the task crucial to business survival, growth and profitability. This new report from VPGMarketResearch.com provides strategic assessment of Dow Chemical's technological know-how, marketing tactics and strategic directions in the global chemical market.

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