

# **INEOS CompetitiveWatch 2016: Strategic Direction, Marketing Tactics and Technological Know-How in the Global Chemical Market**

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Date: October 2015

Pages: 0

Price: US\$ 600.00 (Single User License)

ID: CE279A32704EN

## **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 INEOS' technological know-how, marketing tactics and strategic directions in the global chemical market.

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**SECTION I: TECHNOLOGICAL KNOW-HOW**

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