

CompetitiveWatch Chemicals 2015: Marketing Tactics of Leading Suppliers

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Abstracts

For each company, the analysis presents:

Major promotional strategies.

Distribution approaches.

Product service and support.

The companies analyzed in the report: BASF, Dow, DuPont, ExxonMobil, INEOS, Lyondell, Mitsubishi Chemical, SABIC, Shell and Sinopec.

Contains 35 pages

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- 9. SHELL**
- 10. SINOPEC**

FOR EACH COMPANY, THE REPORT PROVIDES:

Major promotional strategies
Distribution approaches
Product service and support

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