

# CompetitiveWatch Chemicals 2015: Marketing Tactics of Leading Suppliers

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Date: July 2015

Pages: 35

Price: US\$ 1,960.00 (Single User License)

ID: CB7746A2391EN

## 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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### **FOR EACH COMPANY, THE REPORT PROVIDES:**

Major promotional strategies  
Distribution approaches  
Product service and support

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