

Exxon Mobil: 2017 Strategic Direction, Marketing Tactics and Technological Know-How in the Global Chemical Market

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Date: February 2017

Pages: 0

Price: US\$ 675.00 (Single User License)

ID: E4460D26882EN

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 Exxon Mobils technological know-how, marketing tactics and strategic directions in the global chemical market.

SECTION I: TECHNOLOGICAL KNOW-HOW

SECTION II: MARKETING TACTICS

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