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Marketing Tactics of Leading Agrochemical Companies

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Abstracts

For each company, the analysis presents:

Major promotional strategies.

Distribution approaches.

Product service and support.

Customer relations.

The companies analyzed in the report: BASF, Bayer, Dow, DuPont, Makhteshim-Agan, Monsanto, Nufarm, Sumitomo, and Syngenta.

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