

2018 Leading Chemical Suppliers Marketing Tactics

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Date: January 2018

Pages: 35

Price: US\$ 2,450.00 (Single User License)

ID: L2D2248039DEN

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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