

Marketing Tactics of Leading Chemical Companies



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Marketing Tactics of Leading Chemical Companies

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For each company, the analysis presents:

- Major promotional strategies.
- Distribution approaches.
- Product service and support.

The companies analyzed in the report: BASF, Bayer, BP Chemical, Dow, DuPont, ExxonMobil, Formosa, ICI, Mitsubishi Chemical, Shell, and Total.

Contains 35 pages

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