

Shell: Performance, Capabilities, Goals and Strategies in the Worldwide Chemical Market

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Date: December 2010

Pages: 41

Price: US\$ 1,560.00 (Single User License)

ID: SE580F9BD53EN

Abstracts

Global PDF: US\$ 4,300.00

A strategies assessment of Shell, one of the world's leading chemical companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The report presents a comprehensive analysis of the company's performance, capabilities, goals, and strategies in the global chemical market.

Contains 41 pages and 5 tables

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