

# 2018 World Leading Agrochemical Companies: Strategic Directions, Marketing Tactics and Technological Know-How

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## Abstracts

This new report from VPGMarketResearch.com provides worlds leading agrochemical companies strategic directions, marketing tactics and technological know-how. The report presents:

Specific business, new product development and marketing strategies

Anticipated acquisitions, joint ventures and divestitures

Major promotional strategies

Distribution approaches

Product service and support

Customer relations

Internally developed and acquired technologies, and related capabilities

Proprietary technologies and patent litigations.

The companies analyzed in this report include ADAMA, BASF, Bayer, Dow Chemical, DuPont, FMC, Monsanto, Nufarm, Sumitomo, and Syngenta.

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### **FOR EACH COMPANY, THE REPORT PROVIDES:**

Specific business, new product development and marketing strategies.

Strengths and weaknesses.

Anticipated acquisitions, joint ventures and divestitures.

Major promotional strategies.

Distribution approaches.

Product service and support.

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