

Leading Chemical Companies Marketing Tactics

1. BASF
2. Dow
3. DuPont
4. ExxonMobil
5. INEOS
6. Lyondell
7. Mitsubishi
8. SABIC
9. Shell
10. Sinopec

For each company, the report provides:

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

Contains 35 pages