

World's Leading Agrochemical Companies
Strategic Directions, Marketing Tactics, and Technological Know-How

1. ADAMA
2. BASF
3. Bayer
4. Dow Chemical
5. DuPont
6. FMC
7. Monsanto
8. Nufarm
9. Sumitomo
10. Syngenta

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.
- Customer relations.
- Internally developed and acquired technologies and related capabilities
- Proprietary technologies and patent litigations

Contains 106 pages