

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

1. BASF
2. Dow
3. DuPont
4. ExxonMobil
5. Mitsubishi
6. Shell

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
- Internally developed and acquired chemical and related capabilities
- Proprietary technologies and patent litigations

Contains 121 pages