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Autore	Jakobi Rolf
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Sommario/riassunto	If manufacturers of chemical products are to survive in today's global marketplace, they not only have to produce economically but they must

also be able to market both chemicals and technology effectively. In the chemical industry, more and more chemists and chemical engineers are faced with challenging marketing tasks. This book gives an overview of the specific factors for marketing chemical products and their major markets. "Marketing and Sales in the Chemical Industry" is customized for an increasing audience. It not only covers the principles of marketing and the market structure of the chemical industry in great detail, but also discusses such modern marketing tools like the internet as well as the latest trends and developments. In addition, economical, political and sociological aspects are also dealt with.
