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| Nota di contenuto | The "Main Group Elements" of Marketing -- The Principles of Business- to Business Marketing -- The International Market Structure in the Chemical Industry -- The Economical, Political and Sociological Environment -- Marketing of Chemical Engineering Projects -- Marketing of Chemical Commodities -- Plastic and Rubber -- Chemical Specialties -- The Agricultural Business -- Marketing of Pharmaceuticals -- Electronic Commerce in the Chemical Industry -- Emerging Markets -- Outlook -- General References -- Inde. |
| 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. |