

1. Record Nr.	UNINA9910830437303321
Autore	Jakobi Rolf
Titolo	Marketing and Sales in the Chemical Industry
Pubbl/distr/stampa	[Place of publication not identified], : Wiley VCH Imprint, 2002
ISBN	1-280-55776-1 9786610557769 3-527-60034-5
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (166 pages)
Disciplina	660.068
Soggetti	Chemical industry - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
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.