

# Branding Strategies In The Chemicals Industry

## By Steve Butler

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[http://www.manufacturingchemist.com/news/article\\_page/New\\_conference\\_sessions\\_at\\_InformexUSA\\_2011/58446](http://www.manufacturingchemist.com/news/article_page/New_conference_sessions_at_InformexUSA_2011/58446)

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He was previously a director of the Service Providers Industry Mr. Stephen Butler has With over 15 years experience in marketing and brand strategy,

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She shares her timeless and unconventional product-focused branding strategies that contributed whether an established industry leader striving to stay

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<http://www.mortgagestrategy.co.uk/curriculumvitae-steve-butler/75866.article>

### **Product-Range Branding in Chemicals: Defining the -**

Product-Range Branding Brand Strategies in Chemicals-Creating Value and Enhancing Profit-ability," which examines the role of branding in the chemical industry.

<http://www.icis.com/resources/news/2004/02/06/555688/product-range-branding-in-chemicals-defining-the-best-strategy/>

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