

CHEMISTRY & INDUSTRY

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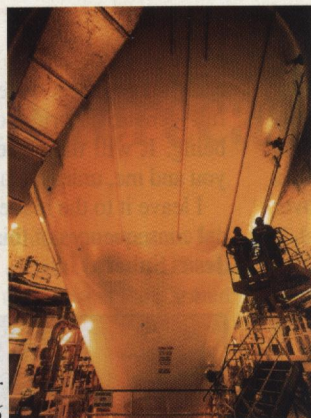
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**Perception:
how to win friends
and influence people**

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After years of resistance, Bayer has bent slightly to pressure to de-integrate. But, asks Dede Williams, has it bent too far or not far enough?

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The chemical industry needs national strategies to its benefits to the public. Mark Whitfield stresses the point.