

2015 BASF in the Global Paint and Coatings Market: Strategic Direction, Marketing Tactics, Technological Know-How

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Abstracts

The strategic assessment of BASF, one of the world's leading paints and coatings companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs.

The report presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global paints and coatings market.

Contains 58 pages and 5 tables

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