

# 2015 Global Paint and Coatings Companies Strategic Directions

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## Abstracts

For each company, the report provides:

Specific business, new product development and marketing strategies.

Major strengths and weaknesses, e.g., managerial, organizational, marketing and product development.

Anticipated acquisitions, joint ventures and divestitures.

The companies analyzed in the report: Akzo Nobel, BASF, DuPont, ICI, Kansai Paint, Nippon Paint, PPG, Sherwin-Williams, SigmaKalon, and Valspar.

Contains 35 pages

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