

2016 Competitive Intelligence: Marketing Strategies of Global Paint and Coatings Companies

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Abstracts

This new report from VPGMarketResearch.com provides analysis of the marketing strategies of global paint and coatings companies. The report presents:

Promotional tactics.

Distribution approaches.

Product service and support.

Customer relations.

The companies analyzed in the report include Akzo Nobel, BASF, DuPont, Henkel, Kansai Paint, Nippon Paint, PPG, RPM, Sherwin-Williams, and Valspar.

Contains 60 pages

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1. AKZONOBEL

2. BASF

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4. HENKEL

5. KANSAI

6. NIPPON PAINT

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9. SHERWIN-WILLIAMS

10. VALSPAR

FOR EACH COMPANY, THE REPORT PROVIDES:

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