

2015 Paint and Coatings Market: Leading Supplier Strategic Directions, Marketing Tactics, Technological Know-How

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Abstracts

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

The report presents:

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

Promotional tactics.

Distribution approaches.

Product service and support.

Customer relations.

Internally developed and acquired technologies, processes, and related capabilities.

Proprietary technologies and patent litigations.

Contains 134 pages

Contents

1. AKZONOBEL

2. BASF

3. DUPONT

4. HENKEL

5. KANSAI

6. NIPPON PAINT

7. PPG

8. RPM

9. SHERWIN-WILLIAMS

10. VALSPAR

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