

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

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Date: July 2015

Pages: 54

Price: US\$ 1,960.00 (Single User License)

ID: 251D47C08D7EN

Abstracts

The strategic assessment of PPG, 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 54 pages and 7 tables

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