

2016 Competitive Intelligence: Strategic Directions of Global Paint and Coatings Companies

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Abstracts

This new report from VPGMarketResearch.com provides strategic directions of global paint and coatings companies. 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.

The companies analyzed in the report include Akzo Nobel, BASF, DuPont, Henkel, Kansai Paint, Nippon Paint, PPG, RPM, Sherwin-Williams, and Valspar. Contains 35 pages

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