

Competitive Intelligence 2014: Akzo Nobel in the Global Paint and Coatings Sector



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This strategic assessment of Akzo Nobel, 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 new report from Venture Planning Group presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global paints and coatings market. Contains 45 pages and 8 tables

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A 3-5 page synopsis of key sections.

SECTION II: BUSINESS ORGANIZATION

History of the company's paint and coatings business evolution, which is important to understanding the corporate culture, management mentality and strategies.
Recent acquisitions, divestitures and major organizational changes.
Current organizational structure.

SECTION III: SENIOR MANAGEMENT

Names, titles and background of key executives.

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Terms of collaborative agreements and specific products involved.

SECTION XI: STRATEGIC DIRECTION

Specific business, new product development and marketing strategies.
Strengths and weaknesses, e.g., managerial, organizational, marketing and product development.
Anticipated acquisitions, joint ventures and divestitures.

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