

BASF: Strategic Analysis of Leading Paint and Coatings Companies

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Abstracts

The strategic assessment of BASF, one of the worlds 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 companys performance, capabilities, goals and strategies in the global paints and coatings market.

Contains 58 pages and 14 tables

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