

Competitive Intelligence 2015: Global Paint and Coatings Companies Marketing Strategies

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Abstracts

This new report from VPGMarketResearch.com provides analysis of the marketing strategies of global paint and coatings companies. The report presents:

Promotional tactics.

Distribution approaches.

Product service and support.

Customer relations.

The companies analyzed in the report include Akzo Nobel, BASF, DuPont, Henkel, Kansai Paint, Nippon Paint, PPG, RPM, Sherwin-Williams, and Valspar. Contains 60 pages

Contents

1. AKZONOBEL

2. BASF

3. DUPONT

4. HENKEL

5. KANSAI

6. NIPPON PAINT

7. PPG

8. RPM

9. SHERWIN-WILLIAMS

10. VALSPAR

FOR EACH COMPANY, THE REPORT PROVIDES:

Promotional tactics.

Distribution approaches.

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Customer relations

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