

Competitive Intelligence 2015: Global Paint and Coatings Companies Strategic Directions

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Date: June 2015

Pages: 35

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

ID: C563A7610D0EN

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

Contents

1. AKZONOBEL

2. BASF

3. DUPONT

4. HENKEL

5. KANSAI

6. NIPPON PAINT

7. PPG

8. RPM

9. SHERWIN-WILLIAMS

10. VALSPAR

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