

# Competitive Intelligence 2014: Global Paint and Coatings Companies Marketing Strategies

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## Abstracts

This new report from Venture Planning Group 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**

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**6. NIPPON PAINT**

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