

Competitive Intelligence 2014: Global Paint and Coatings Companies Strategic Directions

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Abstracts

This new report from Venture Planning Group 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

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2. BASF

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