

Competitive Intelligence: World's Leading Paint and Coatings Companies--Strategic Directions, Marketing Tactics, Technological Know-How

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Abstracts

This new report from Venture Planning Group provides analysis of the world's leading paint and coatings companies' strategic directions, marketing tactics, and technological know-how.

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

Promotional tactics.

Distribution approaches.

Product service and support.

Customer relations.

Internally developed and acquired technologies, processes, and related capabilities.

Proprietary technologies and patent litigations.

Contains 134 pages

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