

Henkel CompetitiveWatch 2016: Strategic Direction, Marketing Tactics and Technological Know-How in the Global Paint and Coatings Market

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Date: October 2015

Pages: 0

Price: US\$ 600.00 (Single User License)

ID: C001D873780EN

Abstracts

Strategic assessment of the competitive environment is widely recognized as one of the highest priority management responsibilities, the task crucial to business survival, growth and profitability. This new report from VPGMarketResearch.com provides strategic assessment of Henkel's technological know-how, marketing tactics and strategic directions in the global paint and coatings market.

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SECTION I: TECHNOLOGICAL KNOW-HOW

SECTION II: MARKETING TACTICS

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