

# **2015 CompetitiveWatch Paint and Coatings: Leading Suppliers Strategic Directions, Marketing Tactics and Technological Know-How**

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Date: October 2015

Pages: 134

Price: US\$ 2,800.00 (Single User License)

ID: C0221402441EN

## **Abstracts**

The companies analyzed in this report include AkzoNobel, 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.

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