

Marketing Tactics of Leading Paint and Coatings Companies

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Abstracts

For each company, the report presents:

Promotional tactics.

Distribution approaches.

Product service and support.

Customer relations.

The companies analyzed in the report: Akzo Nobel, BASF, DuPont, ICI, Kansai Paint, Nippon Paint, PPG, Sherwin-Williams, SigmaKalon, and Valspar.

Contains 60 pages

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