

Alliances and Strategies of Leading Paint and Coatings Companies

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Abstracts

Leading Paints and Coatings Companies Strategic Directions

AkzoNobel

BASF

DuPont

Henkel

Kansai

Nippon Paint

PPG

RPM

Sherwin-Williams

Valspar

For each company, 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

Contains 35 pages

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