

Henkel: 2017-2021 Global Paint and Coatings Market Segment Forecasts and Company's Strategic Assessment

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Date: December 2017

Pages: 0

Price: US\$ 750.00 (Single User License)

ID: HF9F2768FB5EN

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 KNOWHOW

SECTION II: MARKETING TACTICS

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