

ICI: Performance, Capabilities, Goals and Strategies in the Worldwide Paints and Coatings Market

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Abstracts

The strategic assessment of ICI, one of the world's leading paints and coatings companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The report presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global paints and coatings market.

Contains 60 pages and 12 tables

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