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Abstracts

This new report from VPGMarketResearch.com provides analysis of the marketing strategies of global paint and coatings companies. The report presents: Promotional tactics. Distribution approaches. Product service and support. Customer relations. The companies analyzed in the report include Akzo Nobel, BASF, DuPont, Henkel, Kansai Paint, Nippon Paint, PPG, RPM, Sherwin-Williams, and Valspar.

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Contents

FOR EACH COMPANY, THE REPORT PROVIDES:
Promotional tactics.
Distribution approaches.
Product service and support.
Customer relations.

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