

2017 Paint and Coatings Companies Marketing Strategies

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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. Contains 60 pages

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1. AKZONOBEL
2. BASF
3. DUPONT
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5. KANSAI
6. NIPPON PAINT
7. PPG
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9. SHERWINWILLIAMS
10. VALSPAR

FOR EACH COMPANY, THE REPORT PROVIDES:

Promotional tactics.
Distribution approaches.
Product service and support.
Customer relations

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