

PPG: Strategic Analysis of Leading Paint and Coatings Companies

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Abstracts

The strategic assessment of PPG, one of the worlds 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 companys performance, capabilities, goals and strategies in the global paints and coatings market.

Contains 140 pages and 7 tables

Contents

I. EXECUTIVE SUMMARY

II. BUSINESS ORGANIZATION

III. SENIOR MANAGEMENT

IV. FACILITIES AND EMPLOYEES

V. TECHNOLOGICAL KNOW-HOW

VI. PRODUCT PORTFOLIO

VII. MARKETING TACTICS

VIII. SALES AND PROFIT GROWTH

IX. R&D EXPENDITURES AND MAJOR PROGRAMS

X. COLLABORATIVE ARRANGEMENTS

XI. STRATEGIC DIRECTION

List Of Tables

LIST OF TABLES

Table 1: PPG Sales And Operating Profit Growth

Table 2: PPG Sales by Business Segment

Table 3: PPG Sales Growth by Business Segment

Table 4: PPG Operating Income and Margins by Business Segment

Table 5: PPG Operating Income Growth by Business Segment

Table 6: PPG Sales by Geographic Region

Table 7: PPG Sales Growth by Geographic Region

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