

Global Paint and Coatings Companies Marketing Strategies

1. AkzoNobel
2. BASF
3. DuPont
4. Henkel
5. Kansai
6. Nippon Paint
7. PPG
8. RPM
9. Sherwin-Williams
10. Valspar

For each company, the report provides:

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

Contains 60 pages