

# **AkzoNobel: Global Challenges, Technological Capabilities, Marketing Tactics, And Strategic Direction in the Paint and Coatings Industry**

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### **Global Paints and Coatings Market Dynamics and Trends**

Worldwide strategic overview of the paints and coatings market

Sales forecasts for major market segments

Sales forecasts for key geographic regions: North America, Europe, Asia Pacific, Latin America, Africa, Mideast

Major U.S. and international regulatory, technological, economic, demographic, and social trends with potentially significant impact on the paints and coatings industry during the next five years

Industry consolidation

Market globalization

Environmental regulations

### **Strategic Directions**

Specific business, new product development and marketing strategies

Major strengths and weaknesses, e.g., managerial, organizational, marketing and product development

Anticipated acquisitions, joint ventures and divestitures

### **Marketing Tactics**

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## **Technological Know-How**

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