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

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Worldwide strategic overview of the paints and coatings market

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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

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#### **Strategic Directions**

Specific business, new product development and marketing strategies

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