

World's Leading Paints and Coatings Companies
Strategic Directions, Marketing Tactics, Technological Know-How

1. AkzoNobel
2. Asian Paints
3. Axalta
4. BASF
5. Dow
6. Kansai Paint
7. Nippon Paint
8. PPG
9. RPM
10. Sherwin-Williams

The report presents:

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

- Internally developed and acquired technologies, processes, and related capabilities.
- Proprietary technologies and patent litigations.

Contains 134 pages