

performance, partners, people and perseverance." A book for practitioners and thinkers; students and managers. International Industrial Networks and Industrial Restructuring in Central and Eastern Europe analyses the role of international industrial networks in industrial restructuring and corporate growth in central Europe, Russia and Ukraine. It shows that two distinct patterns of international industrial integration - domestic vs. foreign led modernisations - have developed in these two regions which have significant effects on patterns of growth and integration of these economies. International Industrial Networks and Industrial Restructuring in Central and Eastern Europe is based on a number of industry and firm case studies which are analysed and interpreted within the current international business and political economy literature. The publication provides valuable insights to managers and policy-makers who are interested in understanding different strategic options for business activity in Central and East European countries. For the academic reader, it offers a new perspective on international, industrial networks in which theories on strategic management and on industry restructuring and corporate growth are merged into a new view of growth and transformation process.

Research paper from the year 2010 in the subject Business economics - Operations Research, grade: 1,0, Munich University of Applied Sciences, language: English, abstract: Volkswagen Group is based in Wolfsburg, Germany, ranks among the world's leading automobile manufacturer and is the largest carmaker in Europe. Therefore the Group possesses 11.3 percent share of the world passenger car market and holds 20.9 percent of the European automobile market. The Volkswagen Group with its nine brands (Audi, SEAT, Škoda, Volkswagen, Volkswagen Commercial Vehicles, Bentley, Bugatti, Lamborghini and Scania) offers a broad product range from low-consumption small cars to luxury class vehicles. For simplicity reasons the Volkswagen Aktiengesellschaft (as parent company of the Volkswagen group) is referred to as Volkswagen or VW where as the whole Volkswagen Group is either referred to as Volkswagen (VW) Group or Group within this paper. Despite the Group's international alignment it is currently only slightly represented in India. As it has entered the Indian passenger car market ten years ago, significantly later than its Japanese and American competitors, its current market share amounts only to two percent. Because potential customers are increasing, the automotive industry is getting more dynamical and international and government's politics are focusing on economic growth, India could become the future key market to the automotive industry. Due to the eminently strong growth of the Indian main street and the proceeding social change, as the younger generation wants to go for a distinguished career, especially the Indian minicar market's (IMM) potential is higher than ever before. As Volkswagen Group is alive to the importance of this market but lacking in appropriate knowledge how to produce cheapest cars in large-scale production, it considers strengthening the cooperation with Suzuki Motor Corporation and Volkswagen by building a Joint Venture (JV). Thus, the already existing cross share- holding as shown in Appendix A could evolve into a new common entity. This paper analyses, appraises and evaluates in what way this strategy is promising for Volkswagen and how far Suzuki is an appropriate partner. Therefore, this assignment contributes to the assessment of the strategy's prospect of success. Therefore, Appendix B was used partly as framework in this paper. Firstly, Volkswagen Group's vision and history is epitomised and its objectives are outlined. Secondly, chosen resources of Volkswagen are revealed (2) and it is analysed how far they are transferable to the mentioned market and to which extent the JV with Suzuki Motor ...

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The Child's Play Polo, Ibiza and Fabia

This is a brilliant examination of the complex processes of the post-1990 transformation in the Czech automotive industry and its selective integration into the West European system. The post-1990 restructuring of the industry is analyzed in the context of its pre-1990 development and in the context of the East European automobile industry as a whole. Specifically, the book examines the development and post-1990 restructuring of the Czech car, components, and truck industries.

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