



Internationale Strategische Allianzen in der Automobilindustrie: Die Renault-Nissan Allianz (German Edition)

Dennis Holz

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Die Automobilindustrie steht weltweit vor großen Herausforderungen. Ein schwaches Wirtschaftswachstum in vielen Industrieländern, Kapitalmarktkrisen, stagnierende Realeinkommen und verunsicherte Kunden beeinträchtigen die Nachfrage in vielen Industrienationen. Die Sättigung der etablierten Absatzmärkte der Triade, der Markteintritt neuer Automobilhersteller aus den Schwellenländern, strukturelle Überkapazitäten und verkürzte Produktlebenszyklen erhöhen zusätzlich den Kostendruck auf die Automobilunternehmen. Organisationsprojekte zur Unternehmensentwicklung oder -internationalisierung führen zu Fusionen, Aufkäufen oder Strategischen Allianzen mit dem Ziel, die entstehenden Größenvorteile in reale Wettbewerbsvorteile umzuwandeln.

Der Inhalt:

Grundlagen zu Strategischen Allianzen und der internationalen Automobilindustrie; Herausforderungen und kritische Erfolgsfaktoren von Strategischen Allianzen; Merkmale und Besonderheiten von Strategischen Allianzen in der Automobilindustrie

Die Zielgruppen:

Dozenten und Studenten mit den Schwerpunkten Automotive Management, strategische Unternehmensführung und International Management sowie Führungskräfte in der Automobilbranche

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