New Multinationals from Korea and Taiwan

Robert A. Mathews 2007-06-15

This book analyses the characteristics of the new generation of Korean and Taiwan-based enterprises that are successfully competing in global markets. The author looks at the key elements that contributed to the success of these firms and explains how they are meeting global competition.

Samsung Electronics Porter Analysis

Keith Jackson 2013-10-18

The Japanese economy has made a remarkable recovery from the so-called ‘Lost Decade’ of the 1990s. This said, demographic trends suggest that Japan will have to show remarkable powers of innovation if it is to continue to prosper in the global economy. For, around the turn of the last century texts were being written about Japan’s ‘Golden Age’ and the ‘Japan Miracle’.

Contemporary Strategy Analysis

Alain Verbeke 2009-01-12

This textbook shows how the key concepts from business strategy are adapted to practical problems. It focuses on the microeconomic elements of strategy, industry structures, company strategies and how they interrelate. It also provides a framework for understanding strategy formulation, implementation and performance. The book is thoroughly updated to reflect the latest developments in the field.

Mergers and Multinationals: Emerging Economies and the New Multinationals

Keith Jackson 2016-04-25

The book covers the challenges and opportunities that multinationals face in emerging economies. It focuses on the role of emerging economies in the global economy and the strategies that multinationals adopt to succeed in these markets. The book also examines the role of MNCs in promoting economic development and the challenges they face in adapting to local conditions.

The Design of Strategic Decisions

A study of the BMW Group Japuo-Kohtai 2010-01-15

The BMW Group is a German multinational corporation that designs, manufactures, and distributes automobiles, motorcycles, and engines. This study examines the strategic decisions made by the company, focusing on its competitive advantage and its approach to innovation.

The Strategy of Decision-Making: An Interdisciplinary Consideration

New Multinational Enterprises from Korea and Taiwan

Frank-Jürgen Richter 2002 With much of the “Asian Miracle” destroyed and much of the Western world affected by the recent financial and economic crisis, there is a growing interest in understanding how multinational enterprises (MNEs) have adapted to these changes.

The Global Business Strategy: An Asian Perspective

This book offers a comprehensive analysis of the global business strategy of leading companies from Asia. It examines the strategies of companies such as Samsung, Sony, and Toyota, focusing on their competitive advantage and their approach to innovation.

The Strategic Positioning of the Global Business: An Asian Perspective

This book examines the strategic positioning of global companies in Asia. It focuses on the strategies of companies such as Samsung, Sony, and Toyota, analyzing their competitive advantage and their approach to innovation.

The Strategic Positioning of the Global Business: An Asian Perspective

From Adam Smith to Michael Porter

This book explores how the environment impacts on Samsung's international strategy by using appropriate strategic tools. It examines the company's strategic positioning and the strategies it has adopted to succeed in the global market.

Theoretical Aspects of Strategic Decision-Making

This book covers a wide range of relevant topics, including the Korean business environment, emphasis on practicality, and new chapters on health, migration, and labor. It is thoroughly updated to include key coverage of new material. It also includes new sections on recent developments, such as platform-based competition and ecosystems of related technologies, platform strategy, and business ecosystem.
Internationalization. In addition to traditional concepts of internationalization (e.g., the product life-cycle approach of Vernon, the onion model, and Porter’s diamond approach), particular attention is paid to the more modern network approaches of internationalization (e.g., systems, new ventures, global, and entrepreneurial concepts). The second part, alternatives for international market entry (e.g., exports, franchising, joint ventures, contract manufacturing, and foreign direct investments) are explained. These market entry modes are categorized according to decision determinants, such as hierarchical control, proximity to the market, risk of investment, and the factor of time, which are important from the point of view of the corporate management involved in international business. The empirical part of this publication, which is the result of a longitudinal study, consists of case studies of Asian firms doing business in the consumer electronics industry. The cases of Samsung, Sony, Sharp, Matsushita (Panasonic), LG Electronics, and TCL China provide fundamental insights into the firm’s organizational structures, corporate strategies, and internationalization in Europe. A main emphasis is placed on understanding of international firm networks (e.g., diversified business fields and vertical production depth and autonomous firm networks) in Asia, China, South Korea, and Taiwan as well as major capital interests. From the author’s view, these networking fields fundamentally contribute to the fact that Asian firms more successfully positioned themselves in the market within the last two decades compared to their European competitors in the television set industry (e.g., Grundig, Thomson, or Philips). The networking aims and success factors are as well as the changing strategic influence over the years of the partner firms both in bilateral Japanese joint ventures and in European-Asian joint ventures are examined. The book provides comprehensive background information about the development of the European television set market. The analysis demonstrates that firms building the positive of technological market leaders in their segment simultaneously indicate the most intense network activities. The further development of the network theory and the detailed and up-to-date case studies of the most important Asian firms and alliances provide insights into the field and the networking activities. The insights gained from this book, chances and risks potentials can be derived for other European companies (e.g., alphabetical). The book, written in English, is suitable for internationally oriented Master’s and MBA programs. Additionally, against the background of volatile competition, the publication at hand offers relevant insights for interested politicians and economic decision makers.

Color Television Receivers from the Republic of Korea and Taiwan United States International Trade Commission 1963 Strategic Management R. Maheshwari 2020-08-37 Strategic Management by R. Maheshwari is a publication of the SBPD Publishing House, Agra. Strategic management is concerned with the processes by which management plans and controls the resources of an organization. In particular, this book reviews the developments and literature on corporate strategy and international business policies. In particular, this book reviews the developments and literature on corporate strategy and international business policies. This book targets to meet in full measure the requirements of students preparing for B.B.A., B.Com., M.Com., and critically reviews the possibilities and limitations of management action in highly contested international markets. This book targets to meet in full measure the requirements of students preparing for B.B.A., B.Com., M.Com., and critically reviews the possibilities and limitations of management action in highly contested international markets. The analysis demonstrates that firms building the positive of technological market leaders in their segment simultaneously indicate the most intense network activities. The further development of the network theory and the detailed and up-to-date case studies of the most important Asian firms and alliances provide insights into the field and the networking activities. The insights gained from this book, chances and risks potentials can be derived for other European companies (e.g., alphabetical). The book, written in English, is suitable for internationally oriented Master’s and MBA programs. Additionally, against the background of volatile competition, the publication at hand offers relevant insights for interested politicians and economic decision makers.

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