



Internationalising a National Image

By Peter Schulz

Diplom.De Aug 2002, 2002. Taschenbuch. Book Condition: Neu. 210x148x8 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 2002 in the subject Business economics - Trade and Distribution, grade: 1,0, Aachen University of Applied Sciences (Wirtschaft), language: English, abstract: Inhaltsangabe:Abstract: 'Made in Germany' is often regarded to be a guarantor for quality and reliability and German companies have a global reputation for manufacturing products that are superior to products of companies with a non-German identity. This thesis analyses the internationalisation process of the national image of 'Made in Germany' with particular regard to Western Australia. The thesis starts with an assessment of recent developments in the global business environment before going on to highlight internationalisation strategies in general and the specific impact of culture on internationalisation. Subsequently, the paper focuses on the German context by presenting issues associated with the identity commonly attributed to Germans, including national identity, German culture, and German management styles and principles. An evaluation of the 'country-of-origin' phenomenon, with a specific look at the case of 'Made in Germany', and an assessment of German companies in the international arena conclude the section on the German context....



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