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Ford, Regaining Their Competitive Edge: A Study of the Strategic Management Processes for Operational Success

By Carl G Smith

iUniverse, United States, 2007. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This project contains a look into the manufacturing company of Ford Motor Company. Research was done about how the company runs business, both globally and domestically. In this report, the company's mission, goals, strategies, product and service portfolios, market share and profit performance, technology and employment information are outlined. Key successes and weakness failures are also discussed in detail. Information about Ford's use of computer systems and an information model for the company is also included. The information model displays Ford's Work System, showing which components of the Work Organization, Control System, Industrial Relations and Human Resources Practices Ford implements. The Business Organization, with Ford's Business Strategy and Enterprise Organization is also part of the model. At the end of the report, self-evaluations by team members and references can be found. Ford Motor Company is currently trying to increase its global market share in automobile sales while facing slumping market share numbers in the United States. This report examines the Ford company characteristics and how the company uses information systems in the business climate....



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