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Surfing the Global Tide: Automotive Giants and How to Survive Them [Hardcover.

By Wynn-Williams, Michael S

Palgrave Macmillan. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. Available Now. Book Description: Although the automotive industry is one that, for many, represents a defining feature of the twentieth and twenty-first centuries, it is also an industry that is poorly understood. Despite the plethora of literary material dedicated to the subject, the overall perspective of the industry has been lost in speculation and self-promotion. The result of six years of research at Cardiff Business School, 'Surfing the Global Tide' is the first book in years to reassess the structuring forces that shape the industry. The result is a new paradigm for the industry that sets out how firms should be integrated and quantifies the economies of scale necessary for long-term survival. The book explains why the global giants have grown bloated beyond economic necessity, and suggests the vertical joint venture as a strategy for small firms to punch above their weight. : Review: 'This book is a highly interesting historical, economic, and conceptual analysis of the automobile industry from a 'paradigmatic' perspective. It explains in great detail how scale and structure of car companies worldwide are determined by economies of scale and a certain extent of vertical...



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