



Sustainability in Automobile Production

By Markus Kühn

GRIN Verlag Feb 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Supply, Production, Logistics, grade: 1,0, Technical University of Braunschweig (Institut für Automobilwirtschaft und Industrielle Produktion), language: English, abstract: The business environment of automobile manufacturers has been increasing in complexity. The common call for sustainable development from a growing share of consumers and political authorities alike has become a crucial business driver for automotive companies and an essential prerequisite for corporate competitiveness. Therefore, it is only consequent that business mission statements on sustainability can be found in nearly every larger manufacturer s public appearance. However, in order to walk the talk, characteristics of sustainability must be an inherent trait of an organization. For production to adopt normative management decisions, the production strategies are to be aligned with the superior business mission. Hence, sustainability-oriented measures should be expected to exist in any larger automobile manufacturer s strategic-tactical production planning. This is where this paper sets in. In chapter 2, a framework for strategic-tactical production planning is derived from literature and serves as center of reference for the entire work....



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