



International Cooperation: Motivation, Success Factors and Critical Assessment

By Sebastian Haupt

GRIN Verlag Dez 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2005 in the subject Business economics - Business Management, Corporate Governance, grade: 1.3, University of Hannover (Corporate Management/ Organisation), course: Seminar: Cooperation and Leadership in an International Business Context, 51 entries in the bibliography, language: English, abstract: The Internationalisation of the markets in the world is past-pacing. Keywords like Globalisation and International Companies are characterizing this development. For many companies, this growing interconnection of the global economy represents new challenges for the management, primarily evoked by an increasing international competition which is above all characterized by accelerated developments in technology, shorter life cycles of products or lower barriers to market entry. To overcome these complex challenges and to keep up competitive advantages, companies can often not rely on their own potentials anymore. To survive in the international environment many of them are forced to agree on cooperation with other companies. They consider international cooperation as a form of organisation to ensure the access to resources of strategic importance and as a competitive factor on fast changing markets. This paper will try to...



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