



Daimler-Chrysler Merger Case

By Nicolas Martelin

GRIN Verlag. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.5in. x 6.1in. x 0.4in. Scholarly Research Paper from the year 2008 in the subject Business economics - Business Management, Corporate Governance, grade: A-, International School of Management Dortmund, language: English, abstract: Back in 1998, Daimler-Benz, the German manufacturer of luxury automobiles, had only captured less than one percent of the American market (Daimler-Benz AG, Standard and Poors Stock Reports. New York: Standard and Poors, Inc., July 21, 1997). Meanwhile, the American Chrysler Corporation was willing to extend its international reach, especially in Europe. Given the circumstances, both companies came to the conclusion that a merger would make sense. On May 7th, 1998, the merger was officially announced as the largest trans-Atlantic merger ever. However, this buyout - which could have led to the creation of the greatest car manufacturer in the world - had failed in less than ten years. On May 14, 2007, the DaimlerChrysler company was already a thing of the past. Almost two years after the sale of Chrysler, a question remains: Why the merger failed. If we compare a merger to a marriage, we would say that they married the wrong persons. But how...



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