



DOWNLOAD



Managing organizational change for BMW in the emerging Chinese market

By Marion Maguire

GRIN Verlag Nov 2007, 2007. Taschenbuch. Book Condition: Neu. 211x149x22 mm. This item is printed on demand - Print on Demand Neuware - Scientific Study from the year 2004 in the subject Business economics - Business Management, Corporate Governance, grade: A, Hawai'i Pacific University (HPU), course: MBA class, 23 entries in the bibliography, language: English, abstract: Change is often not welcomed, because it is more comfortable to do things the way we've always done them and change is often perceived as a threat. But change has always been a reality of life and is even more so today. The challenge for leaders is the transformation of their organization at this time of fast change. In this context, the research paper will analyze how the German car manufacturer BMW can apply organizational change and development theories to ensure highest quality and increase its market share in the emerging Chinese market. China's explosive growth, which has turned its car market into the fastest-growing in the world, has attracted foreign automakers in hordes (Welch, 2004). Over the past decade, nearly every major car company has entered the Chinese market and so did BMW. The German car manufacturer invested in the local market and...



READ ONLINE

[4.83 MB]

Reviews

It is great and fantastic. Better then never, though i am quite late in start reading this one. Your life period will likely be transform once you comprehensive reading this book.

-- **Blanca Davis**

An extremely wonderful book with lucid and perfect information. It is one of the most awesome publication i have read. Your life period will probably be enhance the instant you total looking at this pdf.

-- **Prof. Dan Windler MD**