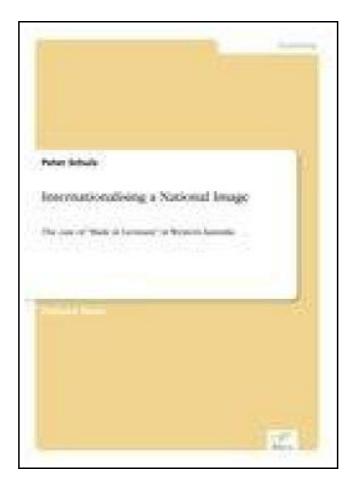
Internationalising a National Image



Filesize: 1.57 MB

Reviews

Merely no words to clarify. I could comprehended every little thing using this created e pdf. I am just effortlessly could possibly get a enjoyment of reading through a created publication. (Mr. Ari Powlowski)

INTERNATIONALISING A NATIONAL IMAGE



To read **Internationalising a National Image** PDF, remember to click the web link beneath and download the ebook or have accessibility to other information which are in conjuction with INTERNATIONALISING A NATIONAL IMAGE book.

Diplom.De Aug 2002, 2002. Taschenbuch. Book Condition: Neu. 210x148x8 mm. This item is printed on demand -Print on Demand Titel. Neuware - Diploma Thesis from the year 2002 in the subject Business economics - Trade and Distribution, grade: 1,0, Aachen University of Applied Sciences (Wirtschaft), language: English, abstract: Inhaltsangabe: Abstract: 'Made in Germany' is often regarded to be a guarantor for quality and reliability and German companies have a global reputation for manufacturing products that are superior to products of companies with a non-German identity. This thesis analyses the internationalisation process of the national image of 'Made in Germany' with particular regard to Western Australia. The thesis starts with an assessment of recent developments in the global business environment before going on to highlight internationalisation strategies in general and the specific impact of culture on internationalisation. Subsequently, the paper focuses on the German context by presenting issues associated with the identity commonly attributed to Germans, including national identity, German culture, and German management styles and principles. An evaluation of the 'country-of-origin' phenomenon, with a specific look at the case of 'Made in Germany', and an assessment of German companies in the international arena conclude the section on the German context. A further focus of the thesis is the connection between Germany and Australia, specifically the attractiveness of the Western Australian market and German business presence in Australia. The method of research consists of two major parts: a theoretical framework and a empirical analysis. The theoretical framework is based on a study of literature and provides the foundation necessary for the empirical analysis. The empirical analysis consists of the collection of primary data by means of a questionnaire and the statistical interpretation thereof. The questionnaire was specifically compiled for this thesis. Findings of the paper include that 'Made in Germany' is...



Read Internationalising a National Image Online Download PDF Internationalising a National Image

See Also



[PDF] Psychologisches Testverfahren

Access the link under to download and read "Psychologisches Testverfahren" PDF document.

Download eBook »



[PDF] Programming in D

 $Access \, the \, link \, under \, to \, download \, and \, read \, "Programming \, in \, D" \, PDF \, document.$

Download eBook »



[PDF] Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird

Access the link under to download and read "Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird" PDF document.

Download eBook »



[PDF] Have You Locked the Castle Gate?

Access the link under to download and read "Have You Locked the Castle Gate?" PDF document.

Download eBook »



[PDF] The Java Tutorial (3rd Edition)

Access the link under to download and read "The Java Tutorial (3rd Edition)" PDF document.

Download eBook »



[PDF] Adobe Indesign CS/Cs2 Breakthroughs

Access the link under to download and read "Adobe Indesign CS/Cs2 Breakthroughs" PDF document.

Download eBook »