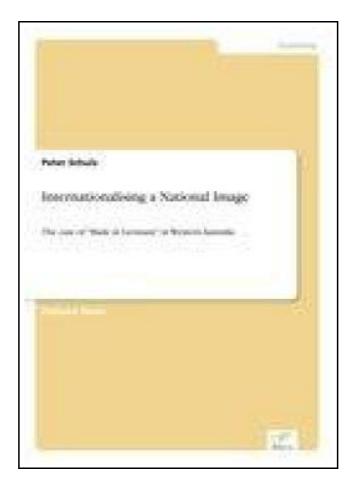
Internationalising a National Image



Filesize: 7.39 MB

Reviews

If you need to adding benefit, a must buy book. It really is rally interesting through reading through period. Your way of life period will probably be convert as soon as you total looking over this book. (Ms. Kirstin O'Kon)

INTERNATIONALISING A NATIONAL IMAGE



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



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

Read Book »



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

Read Book »



New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond

Paperback. Book Condition: New. Not Signed; This is Book 2 of CGP's SAT Buster 10-Minute Tests for KS2 Grammar, Punctuation & Spelling - it's a brilliant way to introduce English SATS preparation in bite-sized chunks....

Read Book »



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

Paperback. Book Condition: New. Not Signed; This is a Tinga Tinga tale inspired by traditional stories from Africa. Lion is king of Tinga Tinga but he can't roar! Can his friend Flea help Lion to...

Read Book »



Have You Locked the Castle Gate?

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal...

Read Book »