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Nota di contenuto	The Global Player: How to become ""the logistics company for the world""; Expression of thanks; Index; List of abbreviations; List of figures; List of tables; Executive Summary; 1. Introduction; 1.1 Problem; 1.1.1 Objective; 1.1.2 Roadmap; 1.2 History of DHL; 1.2.1 Facts and Figures (Position in the DPWN-Group); 1.2.2 Organizational Structure of DHL; 1.3 Overview of the Logistics Division and its Main Competitors; 1.3.1 DHL Global Forwarding; 1.3.2 DHL Freight; 1.3.3 Supply Chain; 2. Corporate strategy; 2.1 Core competencies: What are our roots? 2.2 Merger & Acquisition: Has it been a good strategy? 2.3 Ansoff: What is the best way to grow?; 2.3.1 Market penetration C-C; 2.3.2 Product development C-N; 2.3.3 Market development N-E; 2.3.4 Diversification N-N; 2.3.5 Application; 2.4 BCG/BCG II: What corporate strategy does make sense?; 2.5 Implication: What has proven to be successful? What is a good strategy for the future?; 3 Competitive Strategy for DHL's Logistics Division; 3.1 Porter's Five Forces; 3.1.1 The Degree of Rivalry; 3.1.2 Buyer Power; 3.1.3 Supplier Power; 3.1.4 Threat of Substitutes; 3.1.5 Threat of Entry 3.1.6 Politic - The sixth Force 3.1.7 Strategies to the compensation of

Porter's Five Forces; 3.2 Porter's generic strategy; 3.2.1 Global Competition; 3.2.2 Main Aspects of Porter's Generic Strategies; 3.3 Hybrid Strategies; 3.3.1 Sequential hybrid strategies; 3.3.2 Multi-local hybrid strategies; 3.3.3 Simultaneous hybrid strategies; 3.4 TOWS: Generating More Strategic Options; 3.4.1 Implications: Evaluating strategies options; 3.5 Value chain: Processes that match the strategy; 3.6 Future Outlook: What are Weak Signals and What Will the Industry Look like?

#### Sommario/riassunto

Hauptbeschreibung According to Frank Appel, CEO of Deutsche Post DHL, within its Strategy 2015 framework, DHL will ""become the logistics company for the world"". In times of globalization and economic downturn, the effects of which can be felt in the entire logistics industry, this goal is an enormous challenge for DHL. In order to attain this goal, it is essential for DHL to create a closer linkage of its business areas, to slim down its processes and to put a stronger focus on the ever-changing needs of the customer. The objective of this book is to offer cost reduction sol