1. Record Nr. UNINA9910785808503321 Autore Hansen Michael W (Michael Wendelboe) **Titolo** Strategies in emerging markets [[electronic resource]]: a case book on Danish multinational corporations in China and India / / by Michael W. Hansen ... [et al.] Copenhagen,: Copenhagen Business School Press, 2010 Pubbl/distr/stampa **ISBN** 87-630-9943-8 Edizione [1st ed.] Descrizione fisica 1 online resource (186 p.) Altri autori (Persone) HansenMichael W Corporations, Danish - China Soggetti Corporations, Danish - India International business enterprises - Denmark Denmark Foreign economic relations China Case studies Denmark Foreign economic relations India Case studies Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references. Nota di contenuto ""How the cases illustrate challenges and opportunities in emerging markets"""Conclusion""; ""Chapter 2 Carlsberg A/S a€? Probably the best beer company in western China""; ""Introducing Carlsberg A/S""; ""Organization""; ""Towards an emerging market strategy""; ""Carlsberg in Russia""; ""Carlsberg in China""; ""Exhibits for Carlsberg A/S case""; ""Exhibit 1 a€? Carlsberg A/S key figures""; ""Exhibit 2 a€? The global beer industry, 2007""; ""Exhibit 3 a€? Carlsberg A/S global markets, 2007""; ""Exhibit 4 a€? Carlsberga€?s competitors""; ""Exhibit 5 a€? Carlsberg A/S regional strategies"" ""Chapter 3 ECCO A/S a€? Producing the Dragona€?s footwear"""" Introducing ECCO A/S""; ""Products and markets""; ""ECCOa€?s global value chain a€? a€œFrom Cow to Customera€?"": ""ECCO A/S in China"": ""Dealing with the Dragon""; ""Exhibits for ECCO A/S case""; ""Exhibit 1 a€? ECCOa€?s key figures""; ""Exhibit 2 a€? ECCOa€?s organization"";

s production output worldwide 2004-2008""

""Exhibit 3 a€? Composition of sales""; ""Exhibit 4 a€? ECCOa€?s global value chain""; ""Exhibit 5 a€? Converting skin and hides into leather""; ""Exhibit 6 a€? Composition of an ECCO shoe""; ""Exhibit 7 a€? ECCOa€?

""Exhibit 8 a€? The ECCO Code of Conduct""""Exhibit 9 a€? Key figures from ECCO Xiamen"": ""Chapter 4 Casting the global turnaround of FLSmidth a€? The Indian case""; ""The crises of FLSmidth""; ""FLSmidth: a€œOne source a€? one partnera€?""; ""Organization""; ""Products and markets""; ""Financial performance""; ""Competitive strategy""; ""Casting the Indian case""; ""Implementing the Indian strategy""; ""The challenges of moving from routine work to higher value-adding activities""; ""The challenges of integrating with the Danish operations"" ""The challenges of recruitment and infrastructure"""Exhibits for FLSmidth A/S case""; ""Exhibit 1 a€? FLSmidtha€?s key figures ""; ""Exhibit 2 a€? Group structure""; ""Exhibit 3 a€? Organization""; ""Exhibit 4 a€? Cement and minerals production process""; ""Exhibit 5 a €? Future product mix expectations""; ""Exhibit 6 a€? Market share and peer comparison""; ""Exhibit 7 a€? Overview of peer group activities""; ""Exhibit 8 a€? Geographical breakdown of revenue (2008)""; ""Chapter 5 Bestseller a€? Facing a new competitive landscape in China""; ""Introducing Bestseller A/S"" ""Products and markets""