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Autore	Hill Daniel J. <1972-, >
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Autore	Waldchen Daniel
Titolo	Towards a new order in the global automotive industry : how asian companies catch up to their Western Peers / / Daniel Waldchen
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Nota di contenuto	Towards a new order in the global automotive industry; Content; 0. Introduction; 1. The automobile sector; 1.1. History of a mature industry; 1.2. Value system and fundamental considerations; 1.3. Incumbents as the catch up benchmark; 2. A conceptual framework of key catch up factors in the automobile industry; 2.1. Learning theories and their importance for catch up; 2.2. Core resources and capabilities in the automobile sector; 2.3. Catch up model for the automobile industry; 3. Hyundai: Insights from an early catch up case; 3.1. Initial institutional setting in Korea and its development 3.2. The Hyundai Chaebol as a facilitator of catch up 3.3. Hyundai's catch up path; 3.4. Hyundai's strategic pattern of learning; 4. A longitudinal perspective on the selected automobile latecomers BYD, Chery, Geely, Tata Motors and Mahindra; 4.1. Institutional environment in China and India; 4.2. The influence of business groups; 4.3. Catch up path and current status of the five companies; 5. Strategic pathways for automobile latecomers; 5.1. Strategic group I: Follow the leaders; 5.2. Strategic group II: Incremental innovation and exhaustive absorption 5.3. Strategic group III: Gambling on game changing developments 6. Limitations, further research and concluding remarks; List of sources; Glossary; List of figures; List of tables; Appendices

Sommario/riassunto

The global automotive industry faces the most influential changes since the revolutionary introduction of mass production a century ago. Latecomer firms from Asia are challenging the western incumbents. They can change the rules of the game in the industry by leapfrogging several steps in their development process. This study seeks to contribute to the discussion of latecomer firms by gaining insights into the catch up processes of five automotive companies in the passenger car segment, namely BYD (PRC), Chery (PRC), Geely (PRC), Tata Motors (India) and Mahindra and Mahindra (India). Based
