The takeover of Rover Group Ltd. by BMW AG



Filesize: 8.52 MB

Reviews

This pdf is fantastic. It really is basic but shocks inside the 50 % in the pdf. I realized this pdf from my i and dad encouraged this pdf to discover.

(Hunter Witting)

THE TAKEOVER OF ROVER GROUP LTD. BY BMW AG



Diplom.De Aug 2004, 2004. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Titel. Neuware-Bachelor Thesis from the year 2002 in the subject Business economics - Trade and Distribution, grade: 1,9, Hogeschool Zeeland (Economics), language: English, abstract: Inhaltsangabe:Abstract: The target of this case study is to present and analyse the drastic false estimations made by BMW in planning and realising the Rover transition as well as its consequences. The worked out mistakes should be generalized in order to give opportunities of their avoidance for future M&A cases. After working out the M&A basics in the 1st chapter, the 2nd chapter deals with the reasons of BMW Management to buy another international manufacturer and gives a clue why the choice fell just on Rover. It opens with an overview of the economic development during the 6 years time period of the Rover takeover. After this, the economic and political environment is shown, also the market situation in the automobile segment in the year of the takeover, followed by the business course and goals of BMW as well as their alternatives. This chapter closes with the strategy and enterprise philosophy of BMW and with a list of the of the Rover Group s assets in 1994. In the 3rd and 4th chapters of this case study the mistakes of the BMW management attempting to integrate Rover into the BMW portfolio are shown and analysed, as well as its consequences for BMW and Rover. The 5th chapter will end with the conclusion, why the Rover takeover went wrong. Zusammenfassung: Ziel der Arbeit ist es, die strategischen Ziele, die Tragweite und die möglichen Folgen von M&A-Transaktionen in den Bereichen Finanzen (Investitionen und operatives Geschäft), Unternehmensführung- und Organisation sowie der Unternehmenskultur anhand dieses Unternehmenskaufes zu untersuchen....



Read The takeover of Rover Group Ltd. by BMW AG Online

Download PDF The takeover of Rover Group Ltd. by BMW AG

Other PDFs



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,...

Save Document

»



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...

Save Document

>>



Computer Q & A 98 wit - the challenge wit king(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Publisher: Twenty-first Century Press Pub. Date: 2007-2-1. This is a collection of scientific knowledge...

Save Documen

»



Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel's System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book *****
Print on Demand *****. This historic book may have numerous typos and missing text. Purchasers can download...

Save Document

»



The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2, This is a gentle adaptation of the classic tale by Beatrix Potter. Jemima...

Save Document

»



When Santa Claus Prayed

Xulon Press. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 9.0in. x 8.1in. x 0.3in.Dad, youre wrong about Santa Claus! I cant sit on baby Jesuss lap or even see him! I cant send letters

Save PDF

»



In the Company of the Courtesan: A Novel

Random House. Hardcover. Book Condition: New. 1400063817 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy-

Save PDF

»



How to Make a Free Website for Kids

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Table of Contents Preface Chapter # 1: Benefits of Having a Website Chapter

Save PDF

..



Pursuit of a Woman on the Hinge of History

Brookline Books/Lumen Editions. PAPERBACK. Book Condition: New. 1571290451 12+ Year Old paperback book-Never Read-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship

Save PDF

>>



The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)

WW Norton Co, United States, 2016. Hardback. Book Condition: New. 4th Revised edition. 244 x 165 mm. Language: English . Brand New Book. The Well-Trained Mind will instruct you, step by step, on how to

Save PDF

..