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The Expansion of Toyota into Chinese Market through the use of its Management Model

By Joseph Katie

GRIN Verlag Mrz 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Master's Thesis from the year 2011 in the subject Business economics - Business Management, Corporate Governance, printed single-sided, grade: A, Michigan State University, language: English, abstract: The modern day business markets exhibit extreme volatilities that make it difficult for their managements to rely on conventional wisdoms and past experiences when trying to effect best management strategies (Ova 2006, p.1). The selection of best management models has called for the top management to carry out intensive research in their organizations to determine their unique needs and challenges. As the effects of modern day globalization continue to pose considerable challenges to the existing management patterns, current managers have been called upon to 'upgrade' their skills to cope with the ever changing and demanding business situations. Though there have been a number of challenges for modern day businesses to overcome, it should be noted that the selection of proper management models to address these challenges has business practically implemented across various business organizations. This study aims to demonstrate how selection of the best management models can lead to accumulation of a number of...



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