



Managing Corporate Culture After A MA (Example Daimlerchrysler)

By Marcel Franck

GRIN Verlag. Paperback. Book Condition: New. Paperback. 56 pages. Dimensions: 8.1in. x 5.8in. x 0.2in. Seminar paper from the year 2007 in the subject Business economics - Business Management, Corporate Governance, grade: 2, 0, Nrtingen University (International Management, Intercultural Communication), 10 entries in the bibliography, language: English, abstract: In terms of globalization, enterprises have to be aware of their own identity, values and thoughts and develop a grasp for interaction with foreign cultures. So its not only some kind of business behavior necessary, it is also important to know something about the values, morals and attitudes for a better interaction. Even more important is a survey, if you plan a merger or an acquisition with a foreign company. Researches proof, that 50-70 of all mergers dont succeed. This essay deals with the difficulty of consolidating two different corporate cultures to one common culture. In order to visualize this issue, DaimlerChrysler is taken as an example. Culture is an everyday thing, it is present in every situation. It is a guideline for living together in large groups, giving rules to act and behave. In most instances these facts are not written down but unexpressed rules. There are many definitions in literature. The...



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