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## THE IMPACT OF CULTURAL DIFFERENCES ON THE DAIMLER CHRYSLER MERGER



GRIN Verlag. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.3in. x 5.4in. x 0.6in.Scholarly Research Paper from the year 2010 in the subject Organisation and Administration, grade: 1, 7, Northumbria University, language: English, abstract: The Merger of DaimlerChrysler in 1998 is regarded to be the biggest merger in the automotive industry. In academic literature there is consensus about the fact that cultural issues had a major impact on the mergers failure. Bearing in mind the importance of organisational culture...

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- Authored by Svenja Stellmann
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