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Global competitiveness of the car industry: A double diamond approach of Volkswagen and Toyota

Lukas Brinkmann

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Lukas Brinkmann : Global competitiveness of the car industry: A double diamond approach of Volkswagen and Toyota before purchasing it in order to gage whether or not it would be worth my time, and all praised Global competitiveness of the car industry: A double diamond approach of Volkswagen and Toyota:

Scientific Study from the year 2009 in the subject Economics - International Economic Relations, grade: 1,3, , course: International Business Relations, language: English, abstract: After purchasing the German sports car producer

Porsche AG, Europe's biggest car company, the Volkswagen AG (VW) is now made up of ten brands. After several years of sustainable growth and acquisitions, VW's aim is to outstrip the leading Japanese car company Toyota Motor Corporation (Toyota). Impressive key figures, a successful global growth strategy and possibly further acquisitions may be some key points to achieve their ultimate aim of being the world's biggest car producer by 2018. To give us a more detailed picture a generalized double diamond approach will examine the global competitiveness of both VW and Toyota.